

# TRAVEL AND TOURISM

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

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

This was the second session for the revised syllabus and centres appeared to have adapted well to the minor changes. The content for the module now covers 2.1 Working in a team, 2.2 Choosing the event; 2.3 Production of a business plan; 2.4 Preparing for the event, 2.5 Running the event and finally 2.6 Evaluation and recommendations.

Centres are reminded that the relevant paperwork should be completed to accompany the candidate work. MS1s should be clearly marked and the marks given should be the same as those which are given on the candidate record sheet. If internal verification has taken place, it is important that the final agreed mark is clearly given on the MS1 and record sheet in order to avoid confusion.

There are a total of 50 marks available for this coursework unit. There were a small number of centres that were scaled downwards. This was generally applied because a centre had marked too leniently across the bands and occasionally key evidence was missing such as candidate personal logs (a log book will suffice) and a Bibliography to show sources used throughout the project.

It was pleasing to see many successful events planned and executed. On the whole, candidate work submitted by centres clearly followed the syllabus guidance. These portfolios were generally well structured and presented in a clear and logical format. Centres should ensure that events chosen are clearly linked to a travel and tourism scenario. We recommend an outline proposal form is submitted to Cambridge in order to check the suitability of planned events prior to the candidates starting work.

It should be noted that candidates do not need to use large or heavy book bindings. A plastic wallet or hole-punched work would suffice.

## **Comments on specific areas**

### **2.1: Working in a team**

Candidates made a good attempt to use Belbin and Tuckman to show team roles and responsibilities. Minutes and agendas were clearly recorded. However, some candidates did not include personal logs to show individual actions taken. These should be included in order that a candidate may pass through to mark band 3 (MB3). Candidates may use small booklets such as diaries to show their individual contributions.

### **2.2: Choosing the event**

It was very pleasing to see thoughtful and detailed feasibility studies conducted by candidates. The most successful included SWOTs as well as details of customers, costings, risks and a simple concept plan. Weaker portfolios did not include analysis the results of the feasibility studies showing good reasons for the final choice. Candidates must also include either a Bibliography or a Sources Sheet to show where research had been conducted.

### **2.3: Production of a business plan**

Business plans were some of the weakest aspects of coursework submitted. Many gave brief mention to the required elements. It should be noted that candidates must cover all aspects of 2.3 in order to achieve MB3. Please note that the business plan should be completed before the event and therefore should be written in the future tense.

#### **2.4: Preparing for the event**

It was pleasing to see good evidence of materials and resources used by candidates. These included letters, emails, permission requests and financial documentation.

#### **2.5: Running the event**

Many events appeared to have been very successful. Photographic evidence was clear and detailed witness statements assisted with both the marking and moderation process.

#### **2.6: Evaluation and recommendations**

Many candidates gave interesting and informed evaluations of their events. Many detailed personal perception, team reflection and witness statements. Some included questionnaires to garner customer feedback. Weak or poor recommendations for the future prevented candidates gaining the higher mark bands.

Some assessors do not annotate candidate work clearly enough or at all. Centres must ensure that they clearly annotate where the candidate has progressed through the mark bands, this will aid with both marking and moderating.

# TRAVEL AND TOURISM

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Paper 9395/11  
The Industry

## Key messages

In order to achieve good results in this examination, candidates need to be familiar with the requirements and contents of the syllabus. The questions on this exam paper covered a wide variety of topics from all parts of the syllabus in a variety of ways. Candidates should be familiar with the command words used in the questions and should have been prepared for answering a variety of types of questions on topics contained within the syllabus.

## General comments

A great number of answers to the questions on the paper revealed that candidates had a very good range of knowledge into the travel and tourism industry and into the syllabus topics. This then enabled them to attempt the questions in a competent manner and there were very few 'no response' answers which showed that candidates were confident in answering the questions set. Candidates who were producing the best answers were able to supplement their answers with comments and examples from the industry, evidencing a thorough understanding of the subject. Candidates who managed to provide judgements and conclusions usually reached level 3 and attained the higher marks. 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. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of particular questions.

## Comments on specific questions

### Question 1

- (a) This question required the use of the source material and the application of knowledge about the requirements of business tourists. Two features that business tourists could use had to be identified and explained. Candidates usually selected the provision of Wi-Fi and the access to the airport using the metro which were shown on the photograph. Other aspects which could have been used were the lounge, restaurants and long stay parking. Very few candidates had a problem with this question and the majority scored full marks.
- (b) This question referred to rail transport and identifying three advantages. The responses, including ideas such as trains being relaxing and being able to carry more luggage than on other modes of transport, showed that candidates were familiar with rail travel and could easily identify and justify three advantages of using rail travel and, again, many candidates scored full marks.
- (c) This question focussed on the business objectives of a commercial. Most Candidates identified at least one business objective. A number of responses clearly identified two objectives and explained them. Weaker candidates simply noted two objectives and did not explain them, or only suggested and explained one objective thereby restricting the marks available.
- (d) This question asked for a discussion of the economic factors that encourage the growth of leisure travel. Correct responses included making more money, having paid holidays and investment in infrastructure, etc. – all of which will allow people to travel more. Many answers reached level two as they suggested reasons and gave a description of how these could cause growth of leisure travel. Further discussion was required for level three. A number of candidates achieved this by suggesting which of the factors was most important or had had most impact.

## Question 2

- (a) The country replacing Italy was China in part (i) and the vast majority of candidates identified this correctly.

Part (ii) asked for reasons for this change and was drawing on knowledge of changing patterns in tourism. Correct responses included ideas such as the growing number of Chinese people who had both the money and time to travel. Others suggested that the recession was still having an effect on people in Europe to suggest why Italians were not travelling. A few candidates suggested the reason was to do with the large number of Chinese who may be working within Zimbabwe and that they were not leisure tourists.

- (b) Most candidates showed a good level of knowledge about National Tourism Organisations and described 3 likely roles of the NTO in Zimbabwe. Descriptions were generally good. Weaker responses focussed on the work of a local or regional organisation, rather than the national tourism organisation and therefore could not be awarded marks.
- (c) Knowledge of domestic tourism was essential, most responses demonstrated an understanding that it referred to people within the country holidaying or travelling within their own country. The better answers explained reasons for it being important such as contributing to the economy through money or jobs.
- (d) This question was not answered well. The better responses made reference to Ebola and the problems that it caused for travellers. However, there was little reference to the impacts that diseases have on travel and very little assessment of the strategies which need to be put in place to prevent the disease spreading through travel such as visa regulations, checks of travellers going into and out the country. Candidates must include some assessment of the impacts, not just give descriptions and explanations. Very few responses contained any assessment of the impacts nor gave a conclusion, limiting the marks available.

## Question 3

- (a) Candidates managed this question well using the information provided in the insert. Most responses were awarded 4 marks, those that were generally only identified two needs and did not give any description.
- (b) The majority of candidates correctly identified three needs of internal customers but not all gave explanations of why internal customers would have those needs.
- (c) Responses were mostly good, and included explanations of the use of questionnaires. The majority of responses focussed mainly on the advantages of questionnaires; to achieve full marks a more balanced answer was required with disadvantages as well as advantages and with some conclusion about the value of questionnaires overall.
- (d) Candidates provided very competent answers – they were familiar with appraisal and performance management and gave very good explanations and used appropriate examples from the industry. The better responses included some analysis of the how the procedures could be used and the best gave some concluding statement about how these procedures would be best used.

## Question 4

- (a) Answers to this question were mixed: some were good and scored full marks; whilst other responses suggested built features which are not natural attractions, others mentioned cities or built up resort areas which were not relevant. Rural areas are countryside, so natural attractions would be features such as hills or lakes.

**(b)** The majority of responses to part **(i)** correctly defined adventure tourism.

For part **(ii)** many responses did not include a description of the activity and therefore limited the marks available. Naming an activity is not enough for both marks, a description of each activity was required to gain full marks.

**(c)** This question was answered well: many responses included detailed reasons for the choice of accommodation. The better answers demonstrated a good understanding of an adventure tourist and their likely needs. These answers suggested suitable accommodation types such as chalets or self-catering accommodation and gave reasons for why they were suitable. Correct ideas included: chalets would be suitable as they would be able to store equipment that they may have used, such as hiking boots and wet weather clothing; chalets are often located in remote areas that are inaccessible by vehicle, such as mountain huts which are used by mountain climbers and hikers.

**(d)** Responses to this question were mixed. There were a number of responses that focussed on climate such as hot summers for coastal resorts or snow being needed for skiing instead of on climate change, which was the focus of the question. The better responses focussed correctly on climate change, mentioning sea level rises and the implication for coastal resorts or warm winters and no snow in ski resorts.



# TRAVEL AND TOURISM

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Paper 9395/12  
The Industry

## Key messages

In order to achieve good results in this examination, candidates need to be familiar with the requirements and contents of the syllabus. The questions on this exam paper covered a wide variety of topics from all parts of the syllabus in a variety of ways. Candidates should be familiar with the command words and key terms used in the questions and should have been prepared for answering a variety of types of questions on topics contained within the syllabus.

## General comments

A great number of answers to the questions on the paper revealed that candidates had a very good range of knowledge of the travel and tourism industry and of the syllabus topics. This then enabled them to attempt the questions in a competent manner and there were very few 'no response' answers which showed that candidates were confident in answering the questions set. Candidates who were producing the best answers were able to supplement their answers with comments and examples from the industry, evidencing a thorough understanding of the subject. Candidates who managed to provide judgements and conclusions usually reached level 3 and attained the higher marks. 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. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of particular questions.

## Comments on specific questions

### Question 1

- (a) The question required a reason why each type of tourist would visit the Burj Khalifa. Candidates had to use the source material to identify a feature and suggest why it would appeal to each visitor type. The majority of candidates scored at least two marks. The vast majority had no problems suggesting why it is a good venue for families but a large number did not identify why it would be appropriate for special interest groups. A correct suggestion for special interest groups would be architects as the Burj Khalifa is the tallest structure in the world.
- (b)(i) This was a straightforward two mark identification question which the majority of candidates answered correctly.
- (ii) Candidates had to outline two advantages and two disadvantages for one of the methods stated in (b)(i). The majority of candidates scored at full marks. Weaker responses were often repetitive or only gave one advantage/disadvantage.
- (c) Most candidates managed to score at least three marks on this question by explaining one impact. The most common answer was that organisations could go out of business because people would not visit if they were not looked after and therefore the business would fail to make money. Other correct impacts included: the impact of poor customer service on staff is that they would be unhappy and would leave, this would lead to a high turnover of staff and profits would decrease; unhappy staff would not give good service and this would put off visitors who might share their experiences giving the organisation a bad reputation, meaning visitor numbers would decrease. The majority of candidates scored full marks on this question, customer service is a well-known area of the syllabus.

- (d) Many responses to this question remained in level 1, this is because the responses given did not answer the question asked. The question asked for an analysis of **how** staff could be given appropriate training to support their job and examples were required. Better answers explained what type of training staff could be given – in house, mentoring, external training courses, shadowing – and then analysed how the different types of training were appropriate for different job roles. The best responses gave a judgement or came to some conclusion about how staff could best be trained.

## Question 2

- (a) Many candidates answered this question well and scored 3 or 4 marks. Use of the map on the insert helped candidates to see that Australasia is close to New Zealand which would account for a large number of visitors. Most candidates then followed this with a comment that this would mean that travel between the two countries would be cheaper and easier. Other candidates suggested that there would be a similar language and culture which would also encourage travellers. A few suggested that visa requirements may be favourable which would make travel between the countries much easier.
- (b) This question asked for definitions of leisure, business and VFR tourists along with a suitable example for each. Most candidates achieved full marks. The vast majority of definitions of the different types of tourist were correct. Where responses did not gain full marks it was because no example or a very weak example had been given. Acceptable examples were: going on holiday to the Mediterranean for a week to sunbathe and relax; to visit a city for an exhibition or a conference; and going to New York to stay with relatives for a wedding. Weak examples such as 'a business tourist going to a city' were not awarded marks as they were too vague.
- (c) Candidates were asked to assess the impacts of the January 2011 earthquake on the New Zealand tourism industry. Most responses provided descriptions of the impacts such as damage to buildings, roads and other infrastructure; people being displaced and some regions being inaccessible. The best responses assessed the impacts and included comments about the worst impacts or which impact was most significant, coming to a judgement.
- (d) This question was evaluating the social and technological factors that would encourage the 65+ age group to travel. Common mistakes included just dealing with either social or technological factors instead of both. Answers should have included details about people living longer, use of longer holidays, better pensions. Technological factors could have included use of the internet, smart phones and tablets in addition to transportation improvements, e.g. bullet trains, larger aircraft on long haul routes which are more comfortable, specialist cruise ships. A common failing was to neglect transport and just comment on the use of computers which limited the marks available.

## Question 3

- (a) Candidates were required to produce two definitions – for sustainable tourism and for responsible tourism. Most responses were awarded at least two marks in this question. The best responses stated that sustainable tourism is for future generations. The most common mistake was a misunderstanding of the terms and many responses included inaccurate definitions of sustainable and responsible tourism, often including the same definition for both types. Responses for responsible tourism were correct more often than those given for sustainable tourism.
- (b) This question asked for three roles of UNWTO. Roles were often taken directly from the insert material. The best responses then went on to give a description of the role identified.
- (c) There was some confusion in the answers for this question – the higher scoring answers showed understanding of what responsible tourism means and how tourists can help in this area. Common correct ideas were: by using towels in hotels more than once; having fans rather than air conditioning; staying in buildings built with traditional materials; energy sources should be renewable. Weaker responses focussed on what responsible tourism was and gave little analysis of the products and services. The best responses were those that included analysis of the products such as which would be most appealing.

- (d) This question required some judgement about whether it is possible to protect natural destinations from the impacts of tourism. There was a wide range of marks produced by this question. Better answers tried to explain how natural environments could be protected. Any subsequent judgements about whether it is possible to protect the environment from tourism moved the answer into level 3. Weaker answers simply described or listed the impacts of tourism on the natural environment and in these cases marks were limited to level 1.

#### Question 4

- (a) Candidates scored well on this question, with many getting full marks. The question simply required a list of four characteristics of a destination that would appeal to cultural tourists.
- (b) Responses for adventure tourism were generally good, with the majority giving a correct definition and relevant example. Religious tourism was also dealt with well. However, there was some confusion about health/spa tourism as a number of responses related to medical tourism and so were not awarded any marks. Examples needed to be clear so that they illustrated the definition and this was not always the case with this part, more detail than the name of a hotel is required.
- (c) Many responses gave very clear ideas as to why product differentiation is needed and used. Two explanations were usually given although they tended to vary in depth. Nearly all responses included at least one valid reason. Weaker responses lacked explanation of the reason identified.
- (d) Here candidates showed that they were familiar with the notion of seasonality. Weaker responses usually misinterpreted seasonality and included discussion about the weather, whereas the question was referring to businesses suffering out of season. The better responses understood that seasonality is about peak and quiet times in destinations and went on to discuss how much of a problem seasonality is, giving some examples of the ways that the problems of seasonality can be mitigated.



# TRAVEL AND TOURISM

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Paper 9395/13  
The Industry

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### Question 1

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- (c) This question focussed on the business objectives of a commercial. Most Candidates identified at least one business objective. A number of responses clearly identified two objectives and explained them. Weaker candidates simply noted two objectives and did not explain them, or only suggested and explained one objective thereby restricting the marks available.
- (d) This question asked for a discussion of the economic factors that encourage the growth of leisure travel. Correct responses included making more money, having paid holidays and investment in infrastructure, etc. – all of which will allow people to travel more. Many answers reached level two as they suggested reasons and gave a description of how these could cause growth of leisure travel. Further discussion was required for level three. A number of candidates achieved this by suggesting which of the factors was most important or had had most impact.

## Question 2

- (a) The country replacing Italy was China in part (i) and the vast majority of candidates identified this correctly.

Part (ii) asked for reasons for this change and was drawing on knowledge of changing patterns in tourism. Correct responses included ideas such as the growing number of Chinese people who had both the money and time to travel. Others suggested that the recession was still having an effect on people in Europe to suggest why Italians were not travelling. A few candidates suggested the reason was to do with the large number of Chinese who may be working within Zimbabwe and that they were not leisure tourists.

- (b) Most candidates showed a good level of knowledge about National Tourism Organisations and described 3 likely roles of the NTO in Zimbabwe. Descriptions were generally good. Weaker responses focussed on the work of a local or regional organisation, rather than the national tourism organisation and therefore could not be awarded marks.
- (c) Knowledge of domestic tourism was essential, most responses demonstrated an understanding that it referred to people within the country holidaying or travelling within their own country. The better answers explained reasons for it being important such as contributing to the economy through money or jobs.
- (d) This question was not answered well. The better responses made reference to Ebola and the problems that it caused for travellers. However, there was little reference to the impacts that diseases have on travel and very little assessment of the strategies which need to be put in place to prevent the disease spreading through travel such as visa regulations, checks of travellers going into and out the country. Candidates must include some assessment of the impacts, not just give descriptions and explanations. Very few responses contained any assessment of the impacts nor gave a conclusion, limiting the marks available.

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- (a) Candidates managed this question well using the information provided in the insert. Most responses were awarded 4 marks, those that were generally only identified two needs and did not give any description.
- (b) The majority of candidates correctly identified three needs of internal customers but not all gave explanations of why internal customers would have those needs.
- (c) Responses were mostly good, and included explanations of the use of questionnaires. The majority of responses focussed mainly on the advantages of questionnaires; to achieve full marks a more balanced answer was required with disadvantages as well as advantages and with some conclusion about the value of questionnaires overall.
- (d) Candidates provided very competent answers – they were familiar with appraisal and performance management and gave very good explanations and used appropriate examples from the industry. The better responses included some analysis of the how the procedures could be used and the best gave some concluding statement about how these procedures would be best used.

## Question 4

- (a) Answers to this question were mixed: some were good and scored full marks; whilst other responses suggested built features which are not natural attractions, others mentioned cities or built up resort areas which were not relevant. Rural areas are countryside, so natural attractions would be features such as hills or lakes.

- (b)** The majority of responses to part **(i)** correctly defined adventure tourism.

For part **(ii)** many responses did not include a description of the activity and therefore limited the marks available. Naming an activity is not enough for both marks, a description of each activity was required to gain full marks.

- (c)** This question was answered well: many responses included detailed reasons for the choice of accommodation. The better answers demonstrated a good understanding of an adventure tourist and their likely needs. These answers suggested suitable accommodation types such as chalets or self-catering accommodation and gave reasons for why they were suitable. Correct ideas included: chalets would be suitable as they would be able to store equipment that they may have used, such as hiking boots and wet weather clothing; chalets are often located in remote areas that are inaccessible by vehicle, such as mountain huts which are used by mountain climbers and hikers.

- (d)** Responses to this question were mixed. There were a number of responses that focussed on climate such as hot summers for coastal resorts or snow being needed for skiing instead of on climate change, which was the focus of the question. The better responses focussed correctly on climate change, mentioning sea level rises and the implication for coastal resorts or warm winters and no snow in ski resorts.

# TRAVEL & TOURISM

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<p><b>Paper 9395/32</b> <b>Destination Marketing</b></p>
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## Key messages

This was the first November examination session of the new syllabus content for Paper 3 – Destination Marketing.

Candidates should be familiar with all of the learning content for Unit 3, which is organised under the following headings:

- Market research and analysis
- Destination identity
- Communicating the destination brand
- Monitoring the effectiveness of the destination brand

Candidates must be familiar with using a case study approach, and with using vocationally specific news articles to discuss key aspects of the destination branding process.

## General comments

Candidates must answer two sets of questions, each based on a vocationally relevant piece of source material. Candidates are allocated 1 hour and 30 minutes to answer these questions. The omission rate suggests that candidates had sufficient time in which to develop their responses.

Most candidates appeared to be well prepared for the demands of the paper and were familiar with the learning content from Unit 3. Some candidates were unsure which part of the syllabus was being targeted by the questions and answered inappropriately, writing generically about the branding process in each answer. It is therefore important that candidates are aware of key terminology from the syllabus and can easily recognise the focus of each of the questions.

Questions are intended to become more challenging within each subset, with the mark tariff increasing accordingly. Candidates should ensure that they respond to each question appropriately, using higher order learning skills in answering **(b)** and **(c)** questions, which are intended to generate extended, essay-style answers.

## Comments on specific questions

### **Question 1**

The case study material in Fig. 1 focused on the destination brand process being carried out by Tampa Bay, an area in Florida, USA. The majority of candidates seemed to find this source document accessible.

- (a)** The first question in this subset required candidates to describe ways in which the destination might create a brand identity. The majority of candidates were able to use the source material effectively to identify several ways that this destination had created its new brand identity. Candidates should ensure where they are asked to explain two ways, they avoid listing lots of different ways and then omit to develop any of the points fully as this will limit the marks they can access.

- (b) Candidates were asked to discuss the range of marketing activities that Tampa Bay tourism authorities may have used for launching their new destination brand. At the lower level of performance, candidates misinterpreted the term marketing activities for any form of promotion, and therefore often did not answer the question sufficiently to score any marks. The best answers were from those candidates who recognised that the question referred to the range of marketing activities identified in the syllabus under section 3.2.1 (d). There were some excellent, well written responses, which considered the merits of each of the marketing activities and their reason for being important in a destination brand launch.
- (c) The final question in this subset required candidates to consider the factors affecting the selection of communication methods for the Tampa Bay brand. As with the previous question, those who were familiar with the key terminology from the syllabus were able to respond at a high level to the question, recognising that the focus were the six considerations listed in section 3.3.1 (b) (ii). The best answers examined each of the considerations and evaluated their likely impact on the choice of communication methods for the destination brand. At the lower end of performance, candidates often did not score marks as they did not answer the question correctly.

## Question 2

The case study materials in Fig. 2 focused on the information about the Seychelles 'Another World' brand. The majority of candidates also found this stimulus accessible.

- (a) The first question asked candidates to explain two likely aims of the market research carried out by the Seychelles Tourism Board in creating the new destination brand. Some candidates seemed to 'overthink' this question and gave very involved responses which did not actually answer the question. The best answers were those which clearly identified and explained two aims of market research from the syllabus list in section 3.1.1 (a).
- (b) Candidates were asked to assess the benefits to the Seychelles Tourism Board of using a range of media to communicate the destination's new brand identity. The responses here were varied. At the lower end of performance, candidates identified a range of different communication methods, which were credited at Level 1. Some made reference to different media as well, which did not gain any additional credit as it did not answer the question. The best answers were those which demonstrated understanding that different communication methods are effective with different audiences and would impact the destination brand message in different ways. In order to be credited at Level 3, candidates must make a judgement and provide justification for any conclusion drawn. In this instance, this required a judgement and justification as to why using more than one communication method might be advantageous.
- (c) The final question on the paper required candidates to discuss the challenges faced by the Seychelles in implementing the new destination brand. Answers here were generally good with some exceptional responses at the top end. The majority of candidates made excellent use of the case study materials in order to identify the types of challenges the Seychelles might face. At the lower level of performance, there tended to be a reliance on statements from the text, with little further development. The best answers used a combination of subject knowledge and information from the case study as an applied context. These responses culminated in a judgement as to which issue would cause the most significant challenge, with justification of such analysis.

# TRAVEL & TOURISM

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Paper 9395/33  
Destination Marketing

## Key messages

This was the first November session for the new syllabus content for Paper 3 – Destination Marketing.

Candidates should be familiar with all of the learning content for Unit 3, which is organised under the following headings:

- Market research and analysis
- Destination identity
- Communicating the destination brand
- Monitoring the effectiveness of the destination brand

Candidates must be familiar with using a case study approach, and with using vocationally specific news articles to discuss key aspects of the destination branding process.

Questions should be read carefully to ensure candidates know what the specific focus of the question is. No matter how well the answer is written, no marks can be credited if the candidate misunderstands what is being tested and does not answer the question.

## General comments

Candidates must answer two sets of questions, each based on a vocationally relevant piece of source material. Candidates are allocated 1 hour and 30 minutes to answer these questions. The omission rate suggests that candidates had sufficient time in which to develop their responses.

Most candidates appeared to be well prepared for the demands of the paper and were familiar with most of the learning content from Unit 3. Some candidates were unsure which part of the syllabus was being targeted by the questions and answered inappropriately, writing generically about the branding process in each answer. It is therefore important that candidates are aware of key terminology from the syllabus and can use such key terminology to easily identify the focus of questions.

Questions are intended to become more challenging within each subset, with the mark tariff increasing accordingly. Candidates should ensure that they respond to each question appropriately, using higher order learning skills in answering **(b)** and **(c)** questions, which are intended to generate extended, essay-style answers.

## Comments on specific questions

### Question 1

The case study material in Fig. 1 focused on the destination branding carried out under the Amazing Thailand brand. Most candidates seemed to find the source materials here accessible.

- (a)** Candidates were asked to describe two different media that the Tourism Authority of Thailand (TAT) might use in communicating the country's brand identity. Lower performing candidates misinterpreted media in this context as 'communication methods' and therefore could not access the marks available here. The best answers demonstrated a good understanding of the four different media identified in the syllabus in section 3.3.1 (c).

- (b) The majority of candidates were able to carry out an effective SWOT analysis using information from the case study. Many used analytical language to compare the internal and external influences on tourism in Thailand and the best performing candidates were able to form a judgement about the country's position in the market, in order to access Level 3 marks in this question.
- (c) The final question in this subset asked candidates to evaluate the importance of the relationship between TAT and its travel trade partners, in the destination branding process. Weaker performing candidates seemed unsure of the term 'travel trade partners' in this context. The best answers were those where candidates suggested examples of the partnership working of the national tourism authority with tour operators and travel and tourism principles, using information from the case study about plans for new packages for some of the less popular destinations as a basis for their developed answers. These types of questions require candidates to combine their theoretical knowledge of the syllabus content with the applied context of the stimulus materials.

## Question 2

The case study materials in Fig. 2 provided candidates with a news article about Azerbaijan's new tourism brand. Most candidates were able to use this resource effectively when answering the following subset of questions.

- (a) Most candidates tried to use information from the case study to identify the likely challenges faced by the country in branding itself. Weaker performing candidates were not always able to develop their answers sufficiently, whilst those who were more familiar with the learning content for this paper, used some of their subject knowledge within the applied context of this destination to suggest likely challenges.
- (b) Candidates were asked to assess whether the destination possesses the necessary characteristics to become a successful destination brand. At the lower level of performance candidates tended to make broad generalisations and relied heavily on statements from the stimulus material which implied a positive outlook for tourism within the country. The best answers made specific reference to a number of the characteristics listed in section 3.2.1 (b) of the syllabus and used analytical skills to consider the likelihood of Azerbaijan achieving a successful destination brand based on these specific criteria.
- (c) The final question on the paper required candidates to discuss the methods that Azerbaijan's tourism authorities might use in monitoring costs and marketing activities for their destination brand. Candidates should be familiar with a variety of methods destinations use in monitoring the effectiveness of the destination brand. The weaker responses made reference to foreign exchange earnings and generic measures, whilst the best answers considered three or four of the listed methods from section 3.4 (a) of the syllabus, and used analytical skills to judge which would be most useful within the context of this destination, based on their understanding from the case study material.

# TRAVEL AND TOURISM

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<p><b>Paper 9395/42</b> <b>Destination Management</b></p>
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## General comments

This was the second session for the revised syllabus introducing the module of 'Destination Management'. Generally candidates appeared to have performed well.

There were two case studies with 25 marks per case study. The first case study covered an ecotourism tour operator – Sumak Travel; the second the construction of a large airport in Turkey.

Overall, the standard of responses was good. Many candidates had clearly been taught the new syllabus and there was evidence of good understanding of the case studies. Many candidates also provided excellent understanding of key tourism definitions. It was pleasing to see that there were many successful candidates this year who were able to produce concise, relevant information on the longer style responses.

Several responses did not gain the higher banded marks as they did not demonstrate the higher order skill levels of analysis, evaluation and discussion. Centres should attempt to give candidates exam practice allowing them to develop the higher order skills taking note of the mark allocation. Many candidates were able to identify or explain; however, on occasion the examples used to demonstrate their points were not accurate or clearly expressed. For the shorter response questions, candidates should be reminded that if they are asked for e.g. 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.

Finally, 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. There was 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

### Question 1

- (a) This was reasonably well answered, most candidates were able to give two roles of commercial organisations. Most common responses were to create a profit, caring for customers and encouraging growth and development of ecotourism.
- (b) A good response to this question. Candidates were asked to explain how tour operators may be able to educate tourists to be culturally aware. There were some excellent responses as candidates gave good detail of educating using brochures, webpages and talks. Many candidates were able to highlight the role of community based ecotourism initiatives where local guides and the community were used to assist with understanding and advice. The better responses used analytical language and strong, relevant conclusions.
- (c) This was very well answered. Candidates were asked to discuss the importance of developing new products and services in destination management. Many candidates were aware of commercial organisations and the need to develop new products and services. Most common responses included keeping up to date with customer needs and wants, following trends, image and reputation and the importance of remaining competitive. A full discussion with concluding paragraph was required to gain full marks.



## Question 2

- (a) This question was very well answered, many candidates gained good marks here as they were able to explain two advantages of conducting an environmental impact assessment (EIA) before an airport is built. Most popular responses included understanding the likely significant environmental effects before building goes ahead and finding alternatives to prevent negative environmental impacts.
- (b) This question was very well answered. Many candidates were able to explain the economic impacts that airport expansion might bring to the local community. Good responses included wealth generation with associated benefits to the area, jobs, multiplier effect, etc. Many candidates were also able to develop their responses and 'assess' the impacts. This involved understanding the negative as well as the positive impacts. Some good issues were covered including the issue of leakage in all its forms, increased living costs and over dependence on tourism.
- (c) This question was well answered, most candidates were able to explain the negative environmental impacts of airport expansion. Common responses included air and noise pollution, loss of natural resources, including habitats and destruction of wildlife. However, some responses did not include any evaluative comment on the impacts and this prevented those gaining higher marks.



# TRAVEL AND TOURISM

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**Paper 9395/43**  
**Destination Management**

## **General comments**

This was the second session for the revised syllabus introducing the new module of 'Destination Management'. In the main, candidates appeared to have performed well.

There were two case studies with 25 marks per case study set over 3 questions. The first case study covered the cruise industry and the second a Destination Management Company in Malta.

Overall, the standard of entry was good. Many candidates had clearly been taught the new syllabus and there was evidence of good understanding of the case studies. Many candidates also provided excellent understanding of key tourism definitions. It was pleasing to see that there were many successful candidates who produced concise, relevant information in the longer style responses.

Several responses did not gain the higher banded marks as they did not demonstrate the higher order skill levels of analysis, evaluation and discussion. Centres should attempt to give candidates exam practice allowing them to develop the higher order skills taking note of the mark allocation. Many candidates were able to identify or explain, on occasion examples to demonstrate their points were not always accurate or clearly expressed. For the shorter response questions, candidates should be reminded that if they are asked for e.g., 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.

Finally, 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. There was 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**

### **Question 1**

- (a) This was reasonably well answered, most candidates were able to give two priorities for cruise ship companies. The most common responses included: keep passengers entertained, reduce the environmental impacts and to make a profit.
- (b) A good response to this question. Candidates were asked to discuss the possible ways cruise ship companies might minimise the negative environmental impacts of cruising. There were some excellent responses as candidates gave good detail of recycling particularly of the plastic water bottles. Many candidates were able to highlight the importance of educating customers. Some weaker candidates did not relate their answers to cruise ships and wrote a generic response to how to minimise negative impacts of tourism.
- (c) This was well answered. Candidates were asked to assess the benefits to destinations such as the Caribbean, the Mediterranean and Alaska of encouraging more visits by cruise ships. Many candidates were aware of commercial benefits of extending business in order to generate income for the local people as well as developing the multiplier effect. A full assessment with concluding paragraph was required to gain full marks.

## Question 2

- (a) This question was very well answered, many candidates gained good marks here as they were able to explain two roles of destination management companies. Candidates were clearly familiar with the terminology. The most common responses included: providing services such as events, expertise and organisation of transport and accommodation.
- (b) This question was very well answered. Many candidates were able to explain the ways the Destination Management Companies could encourage responsible tourist behaviour. Many candidates covered the importance of education including codes of conduct and linking to community led projects to help inform tourists.
- (c) This question was reasonably well answered, many candidates were able to discuss the ways quality assurance of Destination Management Companies helps to retain an authentic cultural experience for visitors. Many candidates were able to explain cultural experiences, however, they did not then relate this to the role of quality assurance guidelines. It is important that candidates read questions carefully and do not just write everything they know about a topic, without fully answering the question posed. Nevertheless, some candidates did discuss quality assurance and this led to good responses and equally good marks.

