

# TRAVEL & 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 key words used in the questions and should be prepared for answering a variety of types of questions on topics contained within the syllabus. The questions could be short answers, applying and interpreting source material or producing an analysis, evaluation or discussion of some topic.

Candidates should be aware of the relevant strategies needed in order to access the higher level marks in the level marked responses.

## **General comments**

A great number of answers to the questions on the paper demonstrated a very good range of knowledge on the travel and tourism industry and the syllabus topics. This enabled candidates to attempt the questions in a competent, confident manner and there were very few 'no response' answers. 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. Many candidates made 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. 'No response' answers were very low in number.

### Comments on specific questions

#### Question 1

- (a) This question produced high scoring responses. It was clear that there was a great deal of familiarity with the topic of customer requirements for the young market and for the grey market and responses clearly showed the variations which happen.
- (b) The question referred to the work of holiday representatives and produced mixed responses. A high proportion of responses did not describe three services a holiday representative might provide. Incorrect responses substituted the work of a tourist information officer or tour operator rather than describing services a holiday representative would provide and therefore were not answering the question.
- (c) This question was based on the way climate may impact the types of leisure activities offered in a destination. Correct responses included such things as skiing in winter in snowy, mountainous areas and water skiing in the summer sun at the seaside. Some responses incorrectly discussed global warming which restricted marks.
- (d) The question asked about the appeal of a purpose-built resort to a mass tourist and responses were usually good. Correct responses demonstrated knowledge of a purpose built resort and confidently assessed the features of it and how it could appeal to the mass tourist – for example providing entertainment for a variety of ages, having one ticket for all attractions, adults being able to feel comfortable because the children have plenty to do. Many of the better responses also included examples which confirmed the degree of understanding of the question. Weaker responses described a purpose-built resort without any assessment of the appeal.

#### Question 2

This question referred to photographs taken during a city break.

- (a) Responses for **a(i)** were mainly vague, many responses described a city break as tourists or inhabitants taking a break from the city whilst the answer is about tourists visiting a city. Full marks went to the responses which correctly identified and described city breaks, often responses were achieving half marks because they were limited in what was said – for example ‘visiting a city’ without any further exemplification. Responses for **a(ii)** were good, the responses seen used the insert and achieved full marks.
- (b) Many responses achieved high marks showing that the insert was being used and that the topic of the question was obviously familiar – responses detailed ways intangibility could be dealt with by the travel and tourism industry and it was also good to note that many industry examples were used to enhance answers.
- (c) There was a high degree of understanding of specialised tourism and religious tourism in particular. Many responses achieved full marks as good explanations and examples were given. There were very few responses given which did not achieve any marks. Weaker responses were repetitive in the descriptions given.
- (d) Responses revealed a familiarity with the topic and the notion of specialised tourism and many responses reached high Level 2 by attempting to show how and why various specialised tourism markets have grown. Weaker responses described only one form of specialised tourism or did not explain how the various markets have grown.

#### Question 3

This question referred to a photograph of a train used in rail excursions.

- (a) This question produced high scoring responses and showed very good use of the insert.
- (b) This question was straightforward and related to transport types. Responses revealed a high degree of knowledge and understanding, most responses seen achieved full marks for very detailed descriptions and explanations of the advantages of travelling by rail rather than air.

- (c) Many responses here were not answering the question. Many gave answers relating to holiday representatives rather than tour operators. There was also a tendency to simply explain what an ancillary service is rather than explaining the benefits of these services being provided.
- (d) Responses showed some confusion. Reference should have been made to the insert rather than responses being generic with descriptions of natural disasters in general rather than the threats posed by natural disasters to the rail company. Better responses used the insert and suggested reasonable types of natural disasters and their related threats such as avalanches blocking tracks so disrupting excursions.

#### Question 4

This question referred to tourist information about visitors to Poland.

- (a) Generally responses were limited to simply suggesting that proximity or shared borders would mean more visitors. Better responses referred to other facts such as tourists coming for shopping purposes or working.
- (b) Most responses achieved full marks by correctly identifying three types of food and beverage outlets along with a suitable tourist type.
- (c) There were many weak responses to this question. Most responses were limited to mentioning that VFR would allow higher numbers at significant times of the year such as New Year. Better responses included points about the possible impact on the economy that is missed as VFR tourists will stay with relatives in many cases and so will not be contributing great amounts to the economy.
- (d) This question was answered well. Many responses correctly described currency exchange and its features and how it may impact a destination.

# TRAVEL & 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 key words used in the questions and should be prepared for answering a variety of types of questions on topics contained within the syllabus. The questions could be short answers, applying and interpreting source material or producing an analysis, evaluation or discussion of a topic.

Candidates should be aware of the relevant strategies needed in order to access the higher level marks in the level marked responses.

## **General comments**

A great number of answers to the questions on the paper demonstrated a very good range of knowledge on the travel and tourism industry and most of the syllabus topics. This enabled candidates to attempt the questions in a competent, confident manner and there were very few 'no response' answers. 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. Many candidates made a positive attempt to address the issues posed by the various questions with many reaching Level 3 in the extended answer 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. 'No response' answers were very low in number.

### **Comments on specific questions**

#### **Question 1**

This question was based on the data provided in the insert about tourism numbers in China.

- (a) (i) The vast majority of responses were correct, many were very detailed and showed thorough knowledge.
- (ii) Responses for this question showed that there was familiarity for the reasons for travel, many could relate the question to BRIC countries and suggested valid reasons for travel. Marks tended to be high, very few responses achieved 0 for this question.
- (b) There was a lot of misunderstanding about the value and use of consular activities. The better responses correctly suggested visas, repatriation and assistance if in difficulty for example if arrested. A large number of responses were not relevant to consular work but instead related to the services offered by a tourist information office such as currency exchange, hotel booking, guides or hire cars which were incorrect.
- (c) This part of the question was looking for information about why Europe would attract Chinese tourists. Responses showed some confusion. The better responses suggested that Chinese tourists would have more money and time for travel, would be able to take time to visit and would be interested in seeing different cultures and sights such as the Eiffel Tower and Louvre Museum etc. Others included trips to Disneyland or theme parks in Spain.
- (d) This question was about the development of transport technology. Many responses made suggestions about large planes, new cruise ships and bullet trains though these were very descriptive and so were not awarded the higher marks. Many responses discussed mobile phones and computers which was not answering the question set as this asked specifically about transport technology.

#### **Question 2**

This question referred to photographs taken in Granada, Spain.

- (a) The vast majority of responses achieved full marks.
- (b) This questions generally provided good responses. Most responses clearly described ways in which local tourism organisations could work with locals in order to support tourism development. The weaker responses gave ways that national tourism organisations could work with the local population which was not relevant to the question and therefore marks were limited.
- (c) This levels of response answer produced some mixed responses, answers which showed knowledge and understanding of responsible tourism achieved the highest marks. A number of responses showed some confusion with sustainable tourism and this accounted for lower marks in some cases. The higher scoring responses all showed a clear appreciation of how responsible tourism actions could assist in the preservation of culture.
- (d) Many responses described a number of traditions and customs, using examples to emphasise points being made which is very good practice. The better responses then discussed these examples, giving details of how they could be used to encourage the growth of cultural tourism. Most of the responses seen achieved at least half marks; lower marks were mainly caused by very limited attempts to discuss.

### Question 3

This question referred to photographs of a car ferry.

- (a) The question required candidates to describe customer service standards in a ferry such as toilets must be cleaned every hour/cars boarded 45 minutes before leaving port. Many responses included methods of measuring levels of customer service such as questionnaires/focus groups/mystery shoppers which are not customer service standards.
- (b) This question was answered very well and most responses achieved high marks. The vast majority of responses included suggestions of ways people with mobility difficulties and sensory disabilities could be catered for. Few responses gave relevant suggestions for people with dietary requirements, suggesting a special menu was not sufficient, this needed to be expanded on. The better responses to this part of the question suggested labelling food as suitable for vegans/containing nuts etc. in case of allergies.
- (c) All the responses seen here were very good and this question produced very high scoring answers with a lot reaching Level 3 and high Level 2. Responses showed a familiarity with both internal customers and the ways they can be rewarded. Many responses included detailed knowledge of methods and their relative values in achieving job satisfaction.
- (d) Responses for this question were generally weak, very few gave any impacts of building a new ferry terminal on local infrastructure. The better responses included a discussion of the impact on local roads, the need for new car parks and hotels, some even mentioned building an attraction of some kind to encourage travellers to stay. The provision of health facilities for workers which could then be used by locals would be appropriate alongside the obvious impacts of having to knock down buildings to make space for a ferry terminal, or that roads could cause disturbances. Those responses which discussed the impacts on the environment through pollution or on the economy were not answering the question and therefore did not achieve marks.

### Question 4

This question referred to a photograph of sustainable tourist accommodation.

- (a) (i) A large number of responses achieved one mark on this question rather than the two available because a full explanation of sustainable tourism was lacking – many responses either mentioned maintenance for the future or the restricting of impacts on local economies, societies or environments. Both aspects were required for full marks.
  - (ii) There were many excellent responses to this question, with the majority getting full marks.
- (b) Responses to this question were good with most able to suggest a suitable accommodation type and a reason why it was suitable for each tourist type.
- (c) Candidates should be aware of the differences between commercial and non-commercial organisations and how they are funded. Many responses suggested commercial organisations were government funded which is not correct. The better responses included a discussion of making a profit through selling products or services; a number included a discussion of these methods in the context of hotels giving examples such as rooms being used, conferences put on, meals sold and other facilities and services.
- (d) Responses were mixed. The better responses demonstrated an understanding of what was meant by product differentiation and suggested ways in which this could be achieved by hotels chains and the value of doing this to the hotel chain. Many responses included industry examples which helped to back up comments made and confirm knowledge. Weaker responses included a description of product differentiation but then did not link it to the accommodation sector.

# TRAVEL & TOURISM

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**Paper 9395/13**  
**The Industry**

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A great number of answers to the questions on the paper demonstrated a very good range of knowledge on the travel and tourism industry and the syllabus topics. This enabled candidates to attempt the questions in a competent, confident manner and there were very few 'no response' answers. 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. Many candidates made 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. 'No response' answers were very low in number.

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#### Question 1

- (a) This question produced high scoring responses. It was clear that there was a great deal of familiarity with the topic of customer requirements for the young market and for the grey market and responses clearly showed the variations which happen.
- (b) The question referred to the work of holiday representatives and produced mixed responses. A high proportion of responses did not describe three services a holiday representative might provide. Incorrect responses substituted the work of a tourist information officer or tour operator rather than describing services a holiday representative would provide and therefore were not answering the question.
- (c) This question was based on the way climate may impact the types of leisure activities offered in a destination. Correct responses included such things as skiing in winter in snowy, mountainous areas and water skiing in the summer sun at the seaside. Some responses incorrectly discussed global warming which restricted marks.
- (d) The question asked about the appeal of a purpose-built resort to a mass tourist and responses were usually good. Correct responses demonstrated knowledge of a purpose built resort and confidently assessed the features of it and how it could appeal to the mass tourist – for example providing entertainment for a variety of ages, having one ticket for all attractions, adults being able to feel comfortable because the children have plenty to do. Many of the better responses also included examples which confirmed the degree of understanding of the question. Weaker responses described a purpose-built resort without any assessment of the appeal.

#### Question 2

This question referred to photographs taken during a city break.

- (a) Responses for **a(i)** were mainly vague, many responses described a city break as tourists or inhabitants taking a break from the city whilst the answer is about tourists visiting a city. Full marks went to the responses which correctly identified and described city breaks, often responses were achieving half marks because they were limited in what was said – for example ‘visiting a city’ without any further exemplification. Responses for **a(ii)** were good, the responses seen used the insert and achieved full marks.
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- (c) Many responses here were not answering the question. Many gave answers relating to holiday representatives rather than tour operators. There was also a tendency to simply explain what an ancillary service is rather than explaining the benefits of these services being provided.
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#### Question 4

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- (a) Generally responses were limited to simply suggesting that proximity or shared borders would mean more visitors. Better responses referred to other facts such as tourists coming for shopping purposes or working.
- (b) Most responses achieved full marks by correctly identifying three types of food and beverage outlets along with a suitable tourist type.
- (c) There were many weak responses to this question. Most responses were limited to mentioning that VFR would allow higher numbers at significant times of the year such as New Year. Better responses included points about the possible impact on the economy that is missed as VFR tourists will stay with relatives in many cases and so will not be contributing great amounts to the economy.
- (d) This question was answered well. Many responses correctly described currency exchange and its features and how it may impact a destination.

# TRAVEL & TOURISM

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

## **Key points**

Centres should include correct paperwork and record correctly candidate details on MS1s.  
Centres are reminded that the coursework should be completed on an individual basis.  
Candidate log books or diaries should be included for team evidence.  
Business plans should be in good detail and checked for omissions.  
Witness statements must be included for each candidate.  
Centres should annotate all coursework. Centres should ensure that they clearly annotate where the candidate has progressed through the mark bands, this will aid with both marking and moderating.

## **General comments**

The coursework is marked from a total of 50 and where a small number of centres were scaled downwards this was generally applied because a centre had marked too leniently across the bands and on occasion key evidence was missing. The syllabus gives details of all elements to be included.

There were 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 are clearly embedded within a travel and tourism context. An outline proposal form can be submitted to Cambridge International in order to check the suitability of planned events.

Centres should note that candidate coursework must be completed as an individual project. Work that has been completed by another candidate must be clearly labelled and made explicit for the marker e.g. 'Jane created this poster for our event.' Candidates cannot take credit for work that is not their own.

Some centres omitted documentation from their packs – the MS1s should be completed both by the underlining of the correct marks and writing the corresponding number. Centres must also ensure that they submit the correct number of portfolios, details of the number to be submitted can be found on the samples database.

## **Comments on specific sections**

- 2.1** Candidates made a good attempt to use Belbin and Tuckman to show team roles and responsibilities. Minutes and agendas were clearly recorded. However, some portfolios 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.
- 2.2** There were many thoughtful and detailed feasibility studies. The most successful included SWOTs as well as details of customers, costings, risks and a simple concept plan. Some portfolios did not include an analysis of the results of feasibility studies showing good reasons for the final choice. Much research was in evidence; candidates must include either a Bibliography or a list of sources to show where research had been conducted.
- 2.3** Business plans were included by all candidates. The contents of the business plans were, on occasion, too brief – it should be noted that one sentence per bullet point is insufficient detail to explain the plan. Candidates must cover all aspects of 2.3 in order to achieve mark band 3. Please note that the business plan should be completed before the event and therefore should be written in the future tense.

- 2.4** There was good evidence of materials and resources used by candidates. These included letters, emails, permission requests, photographs and financial documentation.
- 2.5** Many events appeared to have been very successful. Photographic evidence was clear and detailed witness statements assisted with both the marking and moderation process. Centres should include a signed witness statement for all candidates.
- 2.6** Many portfolios included interesting and informed evaluations of the events. Many detailed personal perception, team reflection and witness statements. Some included questionnaires to get customer feedback. Weak or poor recommendations for the future prevented candidates gaining the higher mark bands.

# TRAVEL & TOURISM

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

Candidates need to answer the specific question set, rather than writing lengthy answers that do not address the context of the question.

Candidates should not copy extensively from the insert material, but should instead write extended responses in their own words, interpreting information from the insert material.

## General comments

Candidates must avoid writing all they know about the marketing process and branding in response to every question. It is really important that candidates maintain relevance to the question.

Where candidates extract key information from the case study text, it is important that they interpret and explain this evidence in their own words.

## Comments on specific questions

### Question 1

- (a) The first question in this subset required candidates to explain reasons for the launch of the new South African destination brand. Most responses included information from the extract and correctly identified the reasons. Weaker responses used text directly from the insert to explain each reason rather than explaining without copying.
- (b) Candidates were asked to discuss the role of Brand South Africa as guardian of the national brand. Weaker responses relied heavily on information from the source document to identify different aspects of the role of the brand guardian. The best answers discussed ways the national brand guardian works to improve the country's status as a tourism destination, linking the discussion points closely to the information from the case study.
- (c) The final question in this subset proved to be challenging. Candidates were required to evaluate the importance of winning awards as a form of market analysis. Weaker responses tended to list the benefits of winning awards or identify a range of market analysis techniques which wasn't answering the question set. The best answers were those which recognised that winning awards provides data about aspects of the destination branding process which are working effectively, whilst also suggesting that there are more effective market analysis tools which destinations could use to assess their position in the market.

### Question 2

- (a) The first question asked candidates to explain two ways that tourism providers could use the visitor profiling information gathered for Windham Mountain. Answers here were poor with most identifying generic segmentation tools. The better answers used the case study to extract specific information, in order to suggest specific ways visitor profiling data could be applied within Windham Mountain.

- (b)** Candidates were asked to analyse the brand characteristics which are important in relaunching the Windham Mountain destination brand. There were many good responses that identified and explained a range of brand characteristics. The best answers also offered an analysis of which of these characteristics were most important within the context of the Windham Mountain Ski resort, with justification.
- (c)** The final question on the paper required candidates to discuss the use of PEST Analysis as a market analysis tool. Lower level responses carried out a generic PEST Analysis, whereas mid-range responses carried out the analysis based on the case study information. The best answers were those which considered PEST Analysis as a market analysis tool and which justified other analysis tools as being more effective in the context of Windham Mountain.

# TRAVEL & TOURISM

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Paper 9395/33  
Destination Marketing

## Key messages

Candidates need to answer the specific question set, rather than writing lengthy answers that do not address the context of the question.

Candidates should not copy extensively from the insert material, but should instead write extended responses in their own words, interpreting information from the insert material.

## General comments

Candidates must avoid writing all they know about the marketing process and branding in response to every question. It is really important that candidates maintain relevance to the question.

Where candidates extract key information from the case study text, it is important that they interpret and explain this evidence in their own words.

## Comments on specific questions

### Question 1

- (a) The first question in this subset required candidates to explain the role of the Gold Coast Tourism DMO. Weaker responses identified two roles directly from the case study. Better responses then explained these roles within the applied context of Gold Coast Tourism.
- (b) Candidates were asked to discuss the use of market segmentation in creating the 'Famous for Fun' destination brand for Gold Coast Tourism. Answers here were variable. Weaker responses took key information directly from the case study. Better responses interpreted and explained the evidence and applied it to the Gold Coast.
- (c) The final question in this subset required candidates to evaluate the contribution of different stakeholders in the brand repositioning process for Gold Coast Tourism. Weaker responses identified generically who the different stakeholder groups might be. Mid-range responses identified key stakeholder groups from the evidence and explained how each might contribute to the brand repositioning for Gold Coast Tourism. The best answers used knowledge and understanding of key destination marketing stakeholders and the branding process to justify the likely contribution of each group.

### Question 2

- (a) The first question asked candidates to explain the use of KPIs to monitor the effectiveness of the Barcelona destination brand. Most candidates identified two appropriate KPIs and the best responses explained how the identified KPIs could be used effectively in brand monitoring.
- (b) Candidates were asked to discuss the challenges the destination is likely to face in maintaining its brand. The majority of responses included identification of a good range of challenges from the syllabus and good responses used understanding of these to apply to the context of Barcelona. The best answers demonstrated the higher order skills of inference, justifying which challenges were most likely to affect Barcelona in maintaining its brand identity and popularity.



- (c) The final question on the paper required candidates to evaluate the importance of establishing an effective communication strategy as part of the destination marketing process. Responses here were variable. Weaker responses listed a range of different communication techniques, with little explanation of the merits of using a range of methods. Good responses offered more comparison of the different techniques, with some explanation of the need to coordinate the communication efforts. The best responses considered the evidence from the case study and made evaluative judgements about the potential to confuse visitors if the communication strategy was not properly planned and implemented.

# TRAVEL & TOURISM

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**Paper 9395/42**  
**Destination Management**

## **Key messages**

Ensure command word meanings are understood.  
Take note of mark allocations for each question.  
Make sure handwriting is clear and readable.  
Answer only the question being posed.  
Ensure that syllabus content is understood thoroughly paying particular attention to key tourism terminology.

## **General comments**

Generally candidates performed well this session.

There were two case studies with 25 marks per case study set over 3 questions. The first case study covered the National Tourism Development Programme for Ceará in Brazil. The second contained details about UNESCO and the World Heritage Programme with details on Dubrovnik in Croatia and the Wieliczka Salt Mine in Poland.

Overall, the standard of entry was good. Many candidates provided excellent understanding of key tourism definitions such as sociocultural and economic impacts. There were many successful candidates this year who were able to produce concise, relevant information on the longer style responses.

Candidates do not gain the higher banded marks due to not demonstrating the higher order skill levels of analysis, evaluation and discussion. Many candidates were able to identify or explain points made. 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 explanations for 4 marks, they should make two identification points and explain both points. They should not give four or five identification responses.

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. Candidates should also be encouraged to write clearly and if possible not to use the side margins as part of their responses.

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 explain two reasons why organisations may want tourism to remain environmentally sustainable. The case study allowed for development of this question and most common responses were to enable future growth of a destination and encouragement of partnerships.
- (b) A good response to this question. Candidates were asked to assess the likely economic impacts to Ceará of tourism development. There were some excellent responses giving good detail of income generation, jobs, increased wealth/foreign exchange and multiplier effect. The better responses used analytical language and linked the answer to Ceará. There was also evidence of strong, relevant conclusions.
- (c) This was very well answered. Candidates were asked to evaluate the National Tourism Development Programme strategies. These strategies were clearly detailed in the case study – activities, image, efficiency of commercial channels, and development of key infrastructure. Many responses highlighted these strategies and provided some good explanations. Not all responses accessed the higher mark band due to a lack of evaluation of the strategies. A full evaluation 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 explained two threats to natural world heritage sites. Most popular responses included mining and logging. Many candidates also identified wars, earthquakes and tsunamis.
- (b) This question was well answered. Many candidates explained the likely advantages of being placed on the World Heritage in Danger list. Good responses included the assistance from UNESCO, promoting the issues and drawing to the attention of both the public and possible interested parties. Many candidates developed their responses and assessed the advantages. This involved understanding the most significant advantage and giving good reasons for their choice.
- (c) This question was reasonably well answered, most candidates explained the likely positive sociocultural impacts that World Heritage Site status brings. On occasion some responses did not answer the question and instead gave general sociocultural impacts. The question required these impacts to be considered in relation to the WHS status. Good responses included empowering of the local community, continued provision of community facilities and the preservation of skills and crafts. Without evaluation, responses did not achieve Level 3 (higher) marks.

# SYLLABUS NAME

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**Paper 9395/43**  
**Destination Marketing**

## **Key messages**

Ensure command word meanings are understood.  
Take note of mark allocations of each question.  
Make sure handwriting is clear and readable.  
Answer only the question being posed.  
Ensure that syllabus content is understood thoroughly paying particular attention to key tourism terminology.

## **General comments**

Generally candidates performed well this session.

There were two case studies with 25 marks per case study set over 3 questions. The first case study covered the Gunung Mulu National Park in Sarawak (a UNESCO World Heritage Site) and the second was an article about ROOF productions in Finland a Destination Management Company.

Overall, the standard of entry was good. Many candidates provided excellent understanding of key tourism definitions such as sociocultural and economic impacts. There were many successful candidates this year who produced concise, relevant information on the longer style responses.

Candidates do not gain the higher banded marks due to not demonstrating the higher order skill levels of analysis, evaluation and discussion. Many candidates were able to identify or explain points made. 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 explanations for 4 marks, they should make two identification points and explain both points. They should not give four or five identification responses.

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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 explained two reasons why the Sarawak Convention Bureau (SCB) aimed to strengthen the tourism industry. The case study allowed for development of this question and most common responses were to strengthen the tourism industry by working with a variety of organisations and associations; promoting awareness of the area and by networking.
- (b) A good response to this question. Candidates were asked to assess the ways that the Gunung Mulu National Park could prevent negative environmental impacts. There were some excellent responses giving good detail of zoning, using carrying capacity, seasonal opening times and introducing a range of fees. The better responses used analytical language and linked the answer to the National Park. There was also evidence of strong, relevant conclusions.
- (c) This was very well answered. Candidates were asked to evaluate the economic impacts of tourism to Sarawak. Many candidates explained both positive and negative impacts such as multiplier effect, wealth generation, jobs, the links to growth in infrastructure, whilst the negative aspects included leakage in terms of export, labour and finances. Not all responses achieved the higher mark band due to a lack of evaluation of the impacts. It should be noted that simply stating both positive and negative impacts is not sufficient as an evaluation. Candidates must weigh up their evidence and present this with justification. A full evaluation 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 explained two roles of commercial Destination Management Companies (DMCs). Many candidates identified selecting packages, handling bookings, transportation and liaising with local businesses to provide good services.
- (b) This question was reasonably well answered. Many candidates explained why DMCs might want to develop specialised products. On occasion, the term 'specialised' was interpreted as 'special', candidates need to be familiar with the travel and tourism terminology for this unit. Some candidates explained the importance by considering product life cycle, maximising on trends and fashions and remaining competitive.
- (c) This question was reasonably answered, most candidates explained the advantages to tourism development companies of developing strong community links. Most common responses included the provision of good networking, support, strengthening relationships to benefit the area particularly in terms of economics and sociocultural aspects. Without evaluation, responses did not achieve Level 3 (higher) marks.