TRAVEL & TOURISM

Paper 9395/11
The Industry

There were too few candidates for a meaningful report to be produced.

TRAVEL & TOURISM

<table>
<tr><td>Paper 9395/12
The Industry</td></tr>
</table>

Key messages

In order to achieve a good result in this examination candidates need to be familiar with the requirements and contents of the syllabus.

The questions on the exam paper covered a number of topics from all parts of the syllabus in a number of ways. Candidates should be familiar with the key command words used in the questions and should be prepared to answer a variety of types of questions on topics contained within the syllabus.

The questions on the paper 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 appropriate strategies needed to access the higher level marks in the level marked responses. 'No response' answers should be avoided.

General comments

Candidates demonstrated a good range of knowledge into the travel and tourism industry and into the syllabus topics – particularly customer service. Their knowledge enabled them to attempt the questions in a competent manner and as a result there were very few 'no response' answers, showing candidates were confident in their ability to deal with the paper.

Candidates producing the strongest responses supplemented their answers with comments and examples from the industry, evidencing a thorough understanding and personal knowledge of the subjects in the paper. Candidates who provided judgements and conclusions usually reached Level 3 and attained the higher marks.

Candidates made a positive attempt to address the issues posed by the various questions. Extended response questions showed an increase in detail and an increase in numbers of candidates accessing Level 3 marks. The stimulus materials were accessible and interpreted well. Candidates should 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) (i)   This question was answered very well. Candidates showed a clear understanding of the definition of domestic tourism.

   (ii)   The majority of candidates achieved marks for this question, with a large number gaining full marks. Reponses which achieved full marks referred to social and economic factors in order to explain the increase in domestic tourism during the stated dates. These answers included access to a greater number of holidays, higher wages allowing people to travel more often and the possibility of a specific event which would encourage holiday taking in their own country.

(b)   Most candidates answered this question well, achieving full marks if they both suggested a method and explained how it would work.

(c)   Many candidates answered this question well and demonstrated a good knowledge of the work of non-commercial organisations. Weaker responses identified methods correctly but required a more detailed explanation. There were a few responses which confused commercial and non-commercial organisations.

(d)   This question was answered well. Social media methods was a topic which the majority of candidates described well. Many candidates were able to discuss the potential importance of social media for a tourist destination and its role in marketing and customer service. The best responses discussed the value of social media as a marketing tool that could also be used to deal with complaints and evaluate customer service.

Question 2

(a)   This question was answered well with the majority of candidates listing four correct methods.

(b)   This question was answered well. The best answers explained three likely impacts of poor customer service and linked their response to a travel agency. Marks were limited where responses were not linked to a travel agency.

(c)   The focus of this question was perishability and the ways it may be overcome. The strongest responses identified two correct methods and included detailed explanations of both.

(d)   This question was answered very well. Responses showed a very good appreciation of all the methods of customer feedback and the most appropriate ones for use within a travel agency. The very best responses included a detailed analysis of the methods.

Question 3

(a)   Good use of the insert was made in answering this question. The majority of candidates identified four different attractions for tourists in Martinique.

(b)   This question required candidates to apply their knowledge to suggest why the number of tourists from the USA and Canada were increasing Strong responses discussed points such as easy access, lower travel costs and possible impacts of the downturn in economies. There was some misunderstanding demonstrated and weaker responses talked about social factors in more general terms without considering the particular destination.

(c)   The majority of responses demonstrated a familiarity with the term 'all-inclusive'. Better responses discussed that all-inclusive hotels would be cheaper to use as everything would be found in one place and included detailed explanations. Weaker responses were vague or limited in their explanations.

(d)   Marks awarded for this question were generally low. The majority of responses stated that if prices for facilities were altered, this could either reduce or increase the numbers of visitors. Better responses used examples to emphasise the points being made. Those responses that were limited in discussion restricted the marks they could achieve.

Question 4

(a) (i)   Most candidates correctly answered this question. There were a few responses which confused commercial and non-commercial organisations.

(ii)   Most responses were awarded full marks for this question. There were some responses which gave non-commercial examples or did not give examples from within the industry and so did not address the question.

(b)   Reponses to this question were mixed. The best responses identified three changing customer needs and three explanations of the way in which they would influence tourism provision in a LEDC. Weaker responses did not contain explanation.

(c)   Generally, this was answered well. The best responses successfully identified two needs and gave detailed explanation of how they could be met. The most common error was mistaking commercial organisations for non-commercial organisations.

(d)   This question was answered well. Candidates showed a good level of knowledge of customer service performance management and appraisal and their value to a travel and tourism organisation. The best responses contained examples and in-depth discussion. Weaker responses considered either performance management or appraisal, rather than both, and so did not fully address the demands of the question.

TRAVEL & TOURISM

Paper 9395/13
The Industry

© 2021

There were too few candidates for a meaningful report to be produced.

TRAVEL & TOURISM

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

Key messages

- The coursework must be completed on an individual basis.
- Candidate logbooks/diaries and annotated photographs should be included for team evidence.
- All coursework should be clearly annotated by the marker.

This coursework session was affected by the pandemic, however many centres successfully adapted their plans to accommodate physical, virtual and online events.

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 showing guidelines that provide a framework for the production of the portfolio. It is suggested that centres allow their learners to see the syllabus to support full understanding of the required elements. Centres should ensure that events are clearly embedded within a travel and tourism context.

Candidate coursework must be completed as an individual project. Work that is included in a portfolio by another candidate must be clearly labelled and made explicit for the marker.

Markers should clearly annotate each piece of coursework as this shows where marks are gained and where work moves through the mark bands, this assists with both grading and moderation.

2.1 Working in a team

Candidates made a good attempt to demonstrate 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 MB3. An individual log may be a personal blog or written/electronic diary.

2.2 Choosing the event

There were some very 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. There was much evidence of thorough research in many portfolios. Where elements are omitted the higher mark band cannot be credited. Some candidates did not analyse the results of their feasibility studies and did not show good reasons for their final choice. Candidates must also include a list of sources to show where research had been conducted. Candidates should also make clear if another team member has completed part of the feasibility.

2.3 Produce a business plan

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 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

There was a lot of good evidence of materials and resources used by candidates. These included letters, emails, permission requests, photographs and financial documentation.

2.5 Running the event

Many events appeared to have been very successful. Photographic evidence was clear, however these should be clearly labelled. Detailed witness statements from centres assisted with both the marking and moderation process, however, a signed witness statement should be included for **all** candidates.

2.6 Evaluation and recommendations

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

TRAVEL & TOURISM

Paper 9395/31
Destination Marketing

There were too few candidates for a meaningful report to be produced.

TRAVEL & TOURISM

Paper 9395/32
Destination Marketing

Key messages

- Candidates are tested on the content of Paper 3 – it is therefore important that they are familiar with all of the syllabus content.
- Candidates should read the questions carefully to identify exactly what is being asked. Some responses demonstrated a good general understanding of destination marketing processes but needed to focus on the specific questions set.
- Answers should refer to the case study context, without being over reliant on the wording of the text. Candidates need to know how to use information in their own words.

General comments

The examination for this paper features two case studies which demonstrate how destination brands are established and implemented. Each case study is used as a basis for three questions reflective of the syllabus content, with each of these subsets of questions being worth 25 marks. Candidates appeared to have sufficient time in which to develop their answers. Questions become more challenging within each subset, and the mark tariff for each question increases accordingly. Higher order learning skills of analysis and evaluation are required for all **(b)** and **(c)** questions. Candidates are expected to refer to the case studies to write their responses but should avoid lifting answers directly from the insert materials.

Comments on specific questions

Question 1

(a)   The majority of responses identified two valid reasons. To score full marks candidates needed to explain the benefits in the context of Luxembourg.

(b)   This question was not answered well. Candidates were asked to assess whether the brand values chosen by Luxembourg would be easily understood by customers. Most answers described each of the three values, lifting material from the case study. Candidates needed to analyse the importance of international visitors being able to access the language level of the vocabulary being used, and the fact that it would take prior knowledge to understand the historical context in which these values were applied. Few responses provided sufficient depth of understanding to move beyond Level 1.

(c)   In general, this question was answered well. The best responses demonstrated an understanding of how commercial organisations are intent on pursuing their own brand objectives, which might lead to a conflict of interests. Weaker responses included irrelevant details, such as the role of different stakeholders in the branding process.

Question 2

(a)   There was a mixed response to this question. Many answers focused only on the concept of advertising to change people's perception. Some candidates did not seem familiar with the term 'product positioning'. The best answers offered changing a destination's USP as a means communicating the change.

(b)   This question was answered well. Many candidates demonstrated an excellent understanding. The best answers demonstrated understanding of how colour can be used to differentiate a destination from its competitors and to make a strong brand association without needing language. Answers were well developed and often brought in knowledge of other destination brands. This knowledge was used to enhance answers, while the main focus was related to the case study context. Weaker responses described how Mexico used different colours to represent different tourism offerings based on the case study information.

(c)   The majority of candidates demonstrated a good understanding of the idea of ad tracking and the benefits it brings. The best answers demonstrated understanding that this type of research tracks brand performance and provides measurable data, acting as a key performance indicator (KPI) for the destination brand. Weaker answers were credited for understanding that ad tracking research links to social media advertising or pop-up windows. Candidates should be encouraged to focus carefully on the aspect being examined as some answers discussed the range of other KPIs after writing two or three sentences about ad tracking. It is essential that candidates answer the question set.

TRAVEL & TOURISM

Paper 9395/33
Destination Marketing

There were too few candidates for a meaningful report to be produced.

TRAVEL & TOURISM

Paper 9395/41
Destination Management

There were too few candidates for a meaningful report to be produced.

© 2021

TRAVEL & TOURISM

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

Key messages

- Take note of mark allocations of each question.
- Write in full sentences and do not use mobile phone 'text' words.
- Make handwriting clear and readable.
- Answer only the question being asked.
- Understand the command word meanings.
- Write in the spaces allocated.
- Use relevant key tourism terminology.

General comments

There were two case studies with 25 marks per case study set over three questions. The first case study covered wildlife management areas and the impacts of tourism within Tanzania. The second case study was based on Hawaii Tourism Authority (HTA) and their strategic development plan with specific goals for the country.

The standard of responses was good. Many candidates showed a good range of knowledge and understanding of the key tourism industry definitions. Good understanding was demonstrated of the different impacts of tourism and the roles of tourism organisations. Candidates made good use of the stimulus materials and were able to draw on a range of examples to answer questions.

Candidates who perform well in this examination use accurate industry examples to help exemplify their points. Responses that do not get in to the higher levels do not demonstrate the higher order skills of analysis, evaluation or discussion. It is clear that many candidates have a good grasp of the syllabus but do not always apply their knowledge accurately to the question posed.

A number of candidates repeat the question at the beginning of their response which takes up valuable time and space and is not necessary. Candidates should be encouraged to write clearly. There were many successful candidates who produced concise, relevant 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 an issue.

Comments on specific questions

Question 1

(a) This was well answered; most candidates explained two reasons why government investment in infrastructure may benefit tourism in Tanzania. The most common responses were; encouraging more and different types of visitors, improving the image and reputation of the country and benefitting the local businesses. Each of the identified points had to be exemplified in order to gain the full 4 marks.

(b) There was a good response to this question. Strong responses included providing employment, generating wealth for the local community and developing tourism activities. When explanations or descriptions are not developed into a fully discussed points, marks do not move into the higher levels.

(c) This question was well answered. Many candidates explained methods but did not always assess each method. Good responses included zoning, using carry capacity methods, reducing access to areas and employing local guides to assist with managing the environment. A detailed and relevant conclusion was required to gain the full 12 marks.

Question 2

(a) This question was very well answered. Candidates explained two reasons why Hawaii should provide accurate visitor information. Most responses included giving a positive image of a destination, helping visitors to know where to go and what is authentic.

(b) This question was reasonably well answered. Many candidates explained how the Network of Hawaiian communities helped to sustain the Hawaiian culture. Responses included strengthening cultural identifies, educating the public, raising awareness of the culture, empowering the community and preserving customs and traditions. Some responses did not include a full discussion of evidence and so marks were limited. A relevant and detailed concluding paragraph was required to gain full marks.

(c) This question was very well answered, most candidates identified HTA's four major goals from the Insert and made appropriate suggestions for strategies to support these goals. Most common responses included marketing, economic and research strategies. Responses needed to fully assess suggested strategies to gain the higher Level 3 marks.

TRAVEL & TOURISM

Paper 9395/43
Destination Management

There were too few candidates for a meaningful report to be produced.