

TRAVEL AND TOURISM

Paper 7096/03
Coursework

Key messages

Candidates carry out a practical investigation into the marketing and promotion of visitor services in a chosen area. The investigation should consider the marketing mix for the selected organisation/destination, and must use primary and secondary research methods to collect evidence in support of the investigation. Candidates should be familiar with the learning content for **Unit 5** and **6** of the syllabus when undertaking this coursework. There should be specific reference to target markets for the organisation/destination.

Assessors are requested to annotate candidate's work at the point of accreditation to make assessment decisions clear. Please also ensure there are no arithmetic errors when completing the documentation.

General comments

Candidates should be encouraged to carefully consider the focus of their coursework investigation. It is important that the focus is the marketing and promotion of visitor services within the travel and tourism industry. Research can be carried out as a group exercise, however each candidate must submit an individual coursework report. Research evidence should be submitted in the form of completed questionnaires, interviews, photographs and, for secondary research, URLs should be given, screen shots taken or evidence of sales literature.

The coursework submissions this session were well organised and mostly appropriate to the context of the syllabus content. Research was carried out effectively and suitable evidence was collected, and referenced. ICT was used to good effect to present data and to compile reports by the majority of candidates. There is no requirement for candidates to have access to ICT for their coursework, but it is always pleasing to observe the professional level of competency achieved by candidates who do have access to ICT.

Performance across the range of assessment criteria was reflective of the whole ability range for candidates within this cohort. At the lower end of performance, it was evident that candidates required a high level of tutor support in producing the necessary evidence and that the skills of analysis and evaluation were often superficial. Data was described, rather than interpreted by weaker candidates. At the top end of performance, there was good supporting evidence to demonstrate the independent production of highly developed analytical skills, with investigations assuming a logical sequence from planning through to research, data collection, data presentation, and interpretation, culminating in a series of relevant and informed conclusions and recommendations, closely linked to a hypothesis based on visitor service provision within the chosen organisation/destination.

Assessment of this coursework module was conducted efficiently, with the majority of Centres completing the accompanying documentation accurately. Annotation by assessors was highly variable, from no annotation seen to effective annotation across the whole sample. Effective annotation of accreditation is hugely beneficial as it allows the internal/external moderator to ascertain where assessment decisions have been made. Please see the earlier comment about cross checking the addition of total marks, as several arithmetical errors were detected this session. Employing someone to act as a checker is always valued, as this allows errors to be checked prior to the completion of the MS1.

TRAVEL AND TOURISM

Paper 7096/12
Core Paper

Key messages

- Candidates need to read the question carefully and respond in an appropriate manner, paying close attention to the context provided.
- Careful interpretation of the stimulus materials provided, both text and images, particularly when the question clearly states the need to **identify**.
- Clearer and more specific use to be made of information relating to named examples with which candidates are familiar, which is essential when the question invites candidates to choose a destination or location.
- Greater precision is needed when explaining the significance of particular factors, avoiding unsubstantiated generalisation.

General comments

Candidates need to try and make a positive attempt to address the issues posed by the various questions. In some instances, it was clear that little thought had been given to what the question was asking. However, in other instances, it was pleasing to note that many candidates attempted to make reference to appropriate named examples with which they were familiar. General geographical knowledge remains variable and candidates need to work on their knowledge in identifying continents, oceans and seas correctly.

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

Question	Nature of mistaken approach
1(c)	Some candidates overlooked the event preparations context for the first part of the question and wrote about economic impacts in general.
1(e)	The idea of the actions taken by a tour operator to create a package tended to be overlooked in favour of describing the components of such packages.
2(c)	Many candidates made only limited attempts to point out how the visitor experience might be enhanced by particular staff actions.
3(a)	A number of candidates were unaware of the functions of international bodies such as IATA.
3(e)	Most candidates had difficulty in suggesting appropriate reference sources used by travel agents when preparing a customer's itinerary.
4(b)	Candidates struggled to suggest valid reasons why both the UK and Japan were likely to be important source markets for Australia.

There was evidence of poor exam technique when candidates attempted to answer the four more open-ended questions. Centres are reminded that candidates should make a positive attempt to structure their responses.

Comments on specific questions

Question 1

- (a) Many candidates experienced some difficulty in correctly identifying the following:
- A = Europe
 - B = Indian Ocean
 - C = Caribbean Sea.

- (b) Unfortunately, candidates rarely managed to correctly identify all four aspects. Line X was the Tropic of Capricorn, July temperatures in Anchorage were lower, local time in Brisbane was in advance and Cairo has a tropical desert climate.
- (c) Most candidates were able to mention some valid, positive economic impacts. In the first part some candidates talked about impacts which were not related to the event preparations. Better responses clearly pointed out that there would be construction jobs, improved local infrastructure and an increased demand for materials. In terms of an increase in international visitors, most responses were perfectly valid pointing out such things as increased visitor spend, rising incomes, extra foreign currency receipts, and a significant multiplier effect as other goods and services would be consumed.
- (d) There were some strong responses to this but some candidates did not really appreciate how the 'special arrangement' they mentioned would improve accessibility for visitors attending the major event. That said, there were many sound comments and there was frequent reference to ideas such as additional public transport to carry people efficiently, special parking zones to reduce congestion, pre-booked ticketing to reduce queues and congestion at entrances, and designated drop-off and pick-up points to control flows in/out of the venue.
- (e) There were very mixed responses to this question and, as previously pointed out in the introduction to this report, some comments were inappropriate. The key word was **actions** and candidates should have been thinking in terms of the nature of tour operations and how to put together a tour. Some responses offered valid ideas and there was mention of aspects such as planning (to source rooms, flights and enter into contracts), market research (to identify potential customer needs), pricing and profitability. However, weaker responses simply talked about the components of a package.

Question 2

- (a) Most candidates were able to interpret Fig. 2 accurately and identify the following:
- Town = Deadwood
 - Time = 30 minutes
 - Cost = \$1.00.
- (b) Fig. 2 was not interpreted very well and candidates had difficulty in identifying the two ways in which the Mt. Moriah Cemetery was actually encouraging sustainable tourism. More thoughtful responses recognised that the \$1.00 entrance fee would help to fund improvements to the site for the future and that the request to 'take only photos' would help to minimise possible negative impacts.
- (c) Many candidates did not pay close enough attention to what was being asked. Answers tended to be generalisations rather than comments about particular actions likely to be performed by staff working at a cultural attraction. Credit was awarded for appropriate suggestions such as answering questions, providing additional information, offering assistance and even taking photographs. Better responses clearly described what was done and how this enhanced the visitor experience. There were some very good illustrations based on staff in costume and staff taking part in performances.
- (d) Responses to this question tended to vary. The key issue for many candidates was the fact that there had to be a link between an identified action and it being beneficial in some way. Weaker responses thus tended to only mention ways in which tourists might experience local culture (food, handicraft, festivals etc.) without making an attempt to explain how this helped to support or maintain the various traditions. Better responses clearly stated that buying handicraft items kept traditional skills alive, attending cultural events helped maintain interest in host destination traditional music, dance etc. Museums and heritage sites could be used for various cultural displays which would help keep local folklore alive. However, these types of comments were not always clearly stated and the level of explanation offered tended to be rather limited.
- (e) The question was about the factors that make a destination successful and candidates were able to offer a variety of valid comments. The local natural resources, such as climate, landscape and wildlife can be attractions. The local traditions and customs attract cultural tourists whereas built attractions appeal to other visitor types. However, without a suitably developed infrastructure, including local transport, tourists are unlikely to visit inaccessible locations. Of all tourist-related

facilities, a good choice of quality accommodation, food and beverages and sources of entertainment are most important. A destination's tourism product is simply a series of goods and services that individual tourist consumers use or buy after they have compared them with the other tourist products and services that are available elsewhere. It was pleasing to note that there were many positive attempts to answer the question and there were some very well argued responses.

Question 3

- (a) Unfortunately, very few candidates were aware of the functions of international bodies such as IATA. Credit was awarded for comments about representing a trade association, supporting and formulating policy, developing industry standards and being responsible for the implementation of policies.
- (b) Candidates made a reasonable attempt at this question but responses could have been made clearer. The better answers clearly itemised points such as:
- fly to a fixed timetable
 - operate regardless of load
 - use major international airports
 - many carriers fly into/out of a hub
 - have more than one class of travel
 - offer flexible ticketing
 - provide free food and drink.
- (c) This was one of the better attempted questions but some candidates did not interpret the photographs correctly or clearly state the service shown. Photograph A showed a self check-in kiosk which saves passengers time by not having to wait in line. Photograph B showed baby strollers which allow families easier movement without having to carry their child. Photograph C showed lounge access where passengers could relax and wait for their flight to be called.
- (d) The advantages of using taxis for airport transfers were well appreciated by many candidates. Many valid suggestions were offered including things like the convenience of a direct door to door service, greater privacy with no need to share the journey, no waiting for other forms of transport, more room and comfort than with the bus or train and that there was no need to struggle carrying luggage. When three valid advantages were properly explained full marks were readily awarded.
- (e) Unfortunately, this question was poorly attempted and few candidates seemed familiar with the topic. What reference sources are needed in order to draw up an itinerary? Many responses made vague reference to the internet and brochures with very limited development. Most travel agents will attempt to meet a customer's requirements and will use computerised information systems to obtain travel options and to find out about availability. Once this has been done the agent will be able to select the most appropriate options such as flights (departure airport/times), hotel (grade, location and meal plan) and any extras such as car hire. The most important aspect of this is that the use of CRS and GDS allow all component parts to be readily assembled to meet the customer's needs and expectations.

Question 4

- (a) The majority of candidates were able to interpret Fig. 3 correctly but marks were lost when information was not stated accurately. The correct responses were as follows:
- No. of nights = 462,000
 - %65+ = 8%
 - Average stay = 2.5 nights.
- (b) Few candidates managed to focus on why the UK and Japan might be important source markets for Australia. Valid ideas relating to the UK included a common language, relations encouraging VFR travel, seasonal travel and high levels of disposable income funding travel. Similarly, few individuals realised Japan was a Pacific neighbour, it was accessible and that the exchange rate was favourable.
- (c) This question was very well attempted and most candidates were aware of the advantages of self-catering. It was common to read about cost (cheaper than hotels), freedom (no set meal times),

more space (family occupancy), privacy (exclusive use of patio/pool) and greater choice (what to eat, when to clean etc.). The topic was familiar to candidates, well understood and usually clearly explained.

- (d) This question was quite well attempted with many candidates correctly identifying valid impacts of tourism although these were not always properly explained in context. The better responses clearly commented on their chosen positive or negative impacts. It was common to read about litter being eaten by wildlife, trampling causing erosion, oil leaks polluting the sea and camp fires causing bush fires. On the positive side, many wrote about safaris helping conservation and park rangers reducing poaching. The topic of tourism impacts was well understood and many candidates were able to score highly on this question.
- (e) Some candidates were unable to clearly point out how their chosen natural landscape feature had been developed to appeal to tourists. There were some very good accounts but also some inappropriate choices. For example, shopping malls are not natural features, nor are resorts. Most answers could identify ways in which facilities had been built (access roads, paths, viewpoints, activity providers, shops, cafes etc.) but these were not always properly explained in terms of tourist appeal.

TRAVEL AND TOURISM

Paper 7096/13
Core Paper

Key messages

- Candidates need to read the question carefully and respond in an appropriate manner, paying close attention to the context provided.
- Candidates should carefully interpret the stimulus materials provided, both text and images, particularly when the question clearly states the need to **identify**.
- Clearer and more specific use to be made of information relating to named examples with which candidates are familiar, which is essential when the question invites candidates to choose a destination or location.
- Greater precision is needed when explaining the significance of particular factors, avoiding unsubstantiated generalisation.

General comments

Candidates need to try and make a positive attempt to address the issues posed by the various questions. In some instances, sections of copied text taken directly from the stimulus materials were offered with little thought being given to what the question was asking. However, it was pleasing to note that some candidates attempted to make reference to appropriate named examples with which they were familiar. General geographical knowledge remains variable and candidates need to work on their knowledge in identifying continents and seas correctly.

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

Question	Nature of mistaken approach
2(c)	Many candidates relied on copying text passages from Fig. 2 rather than clearly stating particular ways in which the museum might encourage the study and/or preservation of the region's culture and natural history.
2(e)	The idea of appeal to elderly visitors confused many candidates, leading to answers that were based on inappropriate choices.
3(d)	Many candidates were unaware that Leisure, Business and VFR are not types of specialised niche tourism.
3(e)	Many candidates saw this as an opportunity to write about cruise ships in general and not about the appeal of a lunch or dinner cruise on a customised boat.
4(b)	Candidates found difficulty in suggesting appropriate links between MEDC status and increased demand for international travel.

There was evidence of poor exam technique when candidates attempted to answer the four more open-ended questions. Centres are once again reminded that candidates should make a positive attempt to structure their responses.

Comments on specific questions

Question 1

- (a) The majority of candidates were unaware that accommodation booking, souvenirs and maps were three ancillary services usually available in Tourist Information Centres.

- (b) There were many valid responses and candidates offered a variety of suggestions in each case. TIC managers greeting their staff in a pleasant and friendly manner would create a welcoming environment, foster team working and set the tone for dealing with customers, resulting in better service. Most candidates clearly appreciated these aspects. Similarly, disciplining staff in private prevented public humiliation, maintained confidentiality and did not cause a scene in front of customers or colleagues. Such aspects were again largely understood by candidates.
- (c) Many candidates were unable to offer valid comments about the location shown in Photograph A. In order to score highly, candidates should have looked at aspects clearly shown (car park with coach spaces, pavement area etc.) and then make a link with factors such as accessibility, visibility and visitor numbers. Many responses were not well reasoned and there tended to be little active reference to what could be seen in the photograph.
- (d) There were some thoughtful responses to this and many candidates were aware of the different tourist types. Definitions, however, could have been improved upon. Weaker responses tended to lack precision and a minority of candidates were unaware of what exactly VFR stands for.
- (e) There were very mixed responses to this question and, as previously pointed out in the introduction to this report, some comments were inappropriate. There was some confusion with collecting questionnaire survey results which are not the same as visitor statistics. Candidates should have been aware that National Tourist Boards have an important role to play in providing updated and accurate information to government, visitors/tourists and investors. They collect information relating to the inflow of visitors/tourists in the country together with details of room occupancy, number of tourist establishments, revenue generation and the sector's contribution to national socio-economic growth. All such statistical information will be useful for policy formulation, development, planning, marketing, monitoring and evaluation. Better responses highlighted some of these issues and scored quite well as a result. However, it was the lack of any evaluative comment that prevented access to the highest marks.

Question 2

- (a) Most candidates were able to interpret Fig. 2 accurately and identify the following:
- No. of objects = 24 million
 - Year founded = 1889
 - No. visitors = 350,000.
- (b) Similarly, Fig. 2 was interpreted very well and candidates readily identified three ways in which the museum had improved safety for visitors. However, these could have been more clearly explained. The better responses pointed out things like repairs to the museum's main entrance, admissions and ticket areas would prevent any mishaps, rebuilding of outside wall to prevent it falling on visitors, replacement of 30-year-old walkways to eliminate hazards, fire and safety improvements to make sure they were in proper working order and the installation of security cameras to monitor visitor safety. There were some excellent responses.
- (c) Unfortunately, candidates did not pay close enough attention to what was asked. Many answers tended to be weak generalisations based around selected points derived from Fig. 2 without much further thought. Fig. 2 provided candidates with appropriate clues but valid points were infrequently developed. Stronger responses pointed out some of the following:
- New shelving/cabinets were improvements for the safekeeping of the museum's collection.
 - There were both cultural and natural items in the museum's collection.
 - Displays could exhibit to public some of the 24 million objects held.
 - Running various educational programmes would encourage teaching and learning.
 - Acting as a centre for research and maintaining the museum's reputation post-1988 designation.
- (d) Responses to this question tended to vary. Better answers clearly stated two appropriate methods and provided reasoned explanatory comment. Popular choices were the internet (website available 24/7), social media (fast, personal contact) and posters/notices (cheap and easily seen). TV and radio adverts were not really appropriate in this context and weaker responses tended to lack convincing arguments in terms of advantages to the museum.

- (e) Many candidates struggled to offer valid points about the appeal of their chosen attraction to elderly visitors. A lot of this was down to a poor choice of visitor attraction. Few answers mentioned price discounts for senior citizens, mobility issues, special events or programmes and access facilities. There were plenty of generalised descriptions but candidates needed to present a valid analysis of identified facilities and/or activities and also attempt to make a reasoned assessment.

Question 3

- (a) This question tested basic geographical knowledge and many candidates were unaware that A marked the location of Asia, B marked the location of Africa and that C marked the position of the Mediterranean Sea.
- (b) Many candidates did recognise that Line X was the Equator. Many did, however, point out that January temperatures in Toronto would be lower and that local time in Sydney would be in advance. However, very few answers could identify the Caribbean as being the cruise circuit visited.
- (c) Credit was awarded for comments about positive economic impacts in each of the two contexts provided by the question. It was surprising to see many candidates ignore the construction context. Many comments related to post-construction events and so no credit could be awarded. Stronger responses clearly pointed out that there would be additional construction jobs leading to higher local incomes, an improved local infrastructure and thus a rise in the standard of living coupled with an increase in GDP. Similarly, the increase in long-staying international visitors would increase foreign exchange receipts thus improving the nation's balance of payments. Increased tourist spending on local products and services would generate a strong local multiplier effect.
- (d) Many candidates were aware of Ecotourism (Amazon rainforest), Religious tourism (Mecca Hajj), Medical tourism (treatments in Singapore hospitals), Adventure tourism (Malaysia and Alps) and Cultural tourism (Rome) not to mention valid illustrations of things like Music tourism and Food tourism. When valid examples were quoted full marks were awarded. As previously pointed out, however, Leisure, Business and VFR are not specialised niche tourism classifications.
- (e) This question was poorly attempted and very few candidates were familiar with the topic under consideration. Many candidates wrote about cruise ships in general and, unfortunately, gained very little credit. Candidates tended to ignore the fact that the boat was customised to appeal to visitors and there were few comments about dining and the fact that the vessel would follow a pre-selected route. Better responses pointed out that such trips provided a romantic setting for couples but additional aspects of their appeal were not really well explained. The following example may help to help clarify what was expected.

Destinations such as London, Paris and Dubai offer dining cruises as visitor attractions. They appeal to tourists because they have a pre-planned route that allows passengers to see key city sites in floating comfort. These cruises run to a fixed timetable so a trip can be arranged to fit in with a tourist's schedule and the fact that they can be booked in advance means that there will be no waiting. In addition, as the vessels have large picture windows and open deck space, customers not only get a good view but they can also move about in-between food courses to take photographs.

Question 4

- (a) The majority of candidates were able to interpret Fig. 4 correctly but marks were lost when information was not stated accurately. The correct responses were as follows:
- No. of aircraft = 134
 - Type of aircraft = Boeing 777-300
 - No. European destinations = 33.
- (b) Candidates tended to select extracts of text from Fig. 4 at random without giving much thought to the idea of a link between MEDC status and the demand for international travel. There were few comments pointing out that a high standard of living leads to rising disposable incomes for travel. Australia has a strong currency and favourable exchange rates make international travel affordable. Australians enjoy increased leisure time which can be used for travel and an increasing number of flight routes give the Australian population quite a wide choice of accessible

destinations. Lack of comment about such aspects resulted in low scores for this particular question.

- (c) This question was very well attempted and most candidates were able to interpret Fig. 4 correctly. There were plenty of valid comments about 'activity nodes' entertaining children, family toilets, parents' rooms and free to use baby strollers. It was usually only the weaker responses which neglected to offer an appropriate explanatory comment about each of their chosen facilities. There were many high scoring answers to this question.
- (d) Many candidates wrote in vague terms about pollution and damage to the landscape rather than highlighting particular negative environmental impacts associated with airport growth and expansion. The better responses clearly pointed out that noise pollution would result from the increase in take offs and landings, air pollution with CO₂ emissions from planes leading to poorer air quality, and that runway expansion and new terminal buildings would result in the loss of local natural habitats. Weaker responses were far less clear and this lack of precision tended to limit the amount of credit that could be awarded.
- (e) Answers tended to be quite focussed here although many candidates were unable to clearly point out how a chosen control method actually improved passenger safety and security. For example, baggage checks and scans detect potential dangerous materials and prevent them being placed on board the aircraft thus minimising the risk of explosions. Similarly, body scans detect metal objects and reduce the risk of knives and guns being taken on board. Candidates needed to clearly point out the security benefits of the actions they were describing. That said, however, the topic was clearly well understood by the majority of candidates.

TRAVEL AND TOURISM

Paper 7096/22
Alternative to Coursework

Key messages

Candidates should be mindful that all answers should be within the context of travel and tourism. There are four scenario-based questions, each with stimulus material in the Insert.

Candidates should use the stimulus material as a basis for their answers, to give context-based examples of marketing practice.

Candidates should be familiar with the syllabus content to recognise exactly what is being tested by each question.

General comments

The question paper adhered to the standard format, with four scenario-based questions in the Insert and each subset of questions based loosely around the context of these stimulus materials.

Question 1 was based on an advertisement for MaltaGold Holidays. Most found this accessible and were able to extract relevant information to answer the questions.

Question 2 was information about the Slovakia Zoo Park. Candidates were sometimes distracted by less relevant details in the text when responding to the questions in this subset.

Question 3 presented candidates with the results of a situation analysis of tourism in Singapore. These were used to assess the tourism market of Singapore as a destination.

In **Question 4**, the stimulus was information about Bright Star Apartments, a holiday accommodation provider.

The majority of candidates from this cohort attempted all of the questions within the allocated time. As is customary, weaker candidates tended to score most of their marks from the **(a)** and **(b)** questions, which mostly require the simple recall of facts or the use of information directly from the source material. Only the top performing candidates were generally able to demonstrate the higher order skills of analysis and evaluation, required in the **(c)** and **(d)** questions.

Comments on specific questions

Question 1

A simple advertisement for a tour operator, MaltaGold Holidays, was provided as source material. Candidates were able to use key details given in the advertisement to answer the subset of questions which follow.

- (a) (i)** Candidates are familiar with different examples of promotional pricing.
- (ii)** Most candidates were able to differentiate between products and services provided by the holiday company.
- (b)** Factors affecting the price charged seemed familiar. At the lower end of performance, responses did not always include an explanation of what fixed and variable costs were, nor how these impact on the final price charged. The sections on profitability and subsidies were generally answered more accurately.

- (c) This question acted as a good discriminator, with many answers describing the stages of the product life cycle, rather than the stages of the promotional campaign. Responses about target markets tended to be better.
- (d) Candidates found this question quite challenging. Many were able to describe the reasons why brand images are created. There were relatively few level 3 responses to this question, with only the most able using the higher order skills of analysis and evaluation here.

Question 2

This subset of questions was based on information about Slovakia Park Zoo. This resource was clearly understood by all candidates in the cohort, with some good responses being centred on this case.

- (a) (i) Responses here were varied, depending on whether candidates understood the concept of public relations.
 - (ii) Most candidates were able to identify two appropriate target markets from the source material.
- (b) This question was not answered well. The question asks for **marketing and promotion techniques** which is the section heading for **5.1(b)** in the syllabus and refers specifically to market research and market analysis tools. Few recognised this term and instead described a range of the **main methods of promotion** used in the industry as listed in **5.6(a)**.
- (c) This question acted as a good discriminator. At the lower end, answers confused billboards with information boards (part of tourism signage). At the top end, responses made good use of exemplification as to how billboards are a relatively cost effective means of outdoor media.
- (d) This question also acted as a good discriminator. There continues to be confusion over the phrase **product/service mix** used in this question with the more general **marketing mix**. The product/service mix is an aspect of product only and refers to the range of products and services an organisation offers. Therefore answers to this type of question should not cover all the other aspects of the marketing mix, but should be restricted to how product development and product differentiation can be used to attract more customers within the context of the focus organisation.

Question 3

The stimulus material for this question was the results of a situation analysis of tourism in Singapore. The majority of candidates appeared to be familiar with the format of the questions which followed this information.

- (a) Responses here were variable, with many able to correctly identify two threats to tourism in Singapore. The best answers also then explained in their own words how these threats affect tourism.
- (b) This question was answered well by many candidates; variable pricing, discount pricing, promotional pricing and prestige pricing tend to be understood better than the going rate, loss leader or market skimming and penetration pricing. Better responses suggested pricing policies which were best suited to the context of a hotel, whereas weaker answers tended to explain any three pricing policies, irrespective of their suitability.
- (c) This question also caused some difficulty for weaker candidates. It required an examination of different ways in which marketing and promotion contribute to increased market share. The best answers considered offering a broad range of products and services to achieve customer satisfaction or competitive pricing strategies to gain competitive advantage over rival destinations. Weaker responses often listed a range of promotional methods but did not explain the context of how these help to increase market share.
- (d) Responses here were varied. Advertising as a concept is generally clearly understood and many answers described the broad range of media available. At the top end of performance, answers were more developed and were evaluative of the reasons why advertising might be the most suitable promotional method for a tourist authority.

Question 4

Candidates were provided with information about Bright Star Apartments, an accommodation provider. The source material was accessible for the majority of candidates.

- (a) (i) This was answered well, with most answers correctly identifying features of the accommodation that would appeal to visitors. Some answers overlapped with **Question (a)(ii)** which followed and could not gain double accreditation.
- (ii) The majority of candidates were able to correctly identify two ways that the advertisement would attract couples as a target market. Some answers overlapped with **Question 4 (a)(i)**.
- (b) There were mixed responses to this question, depending on how familiar the candidate was with the term distribution channels. Weaker responses described promotional methods in allowing customers to access information about the product, whereas the best answers were able to explain direct selling, as well as the role of the retailer and the wholesaler.
- (c) This question provided an applied context for two of the elements of the marketing mix. Those familiar with this concept were able to use the source material to generate examples of promotion and product within the context of the apartments and explain how this might increase visitor numbers. At the lower level of performance, candidates often confined their answers to the promotion and products already mentioned.
- (d) This acted as a good discriminator. The best answers were those where specific examples of character of an area were given, and an evaluation made as to the impact these have on likely visitor numbers. A common error was to describe all other factors of location without a value judgement that accessibility or availability of land are more important factors. Without this type of evaluative context, these responses did not answer the question.

TRAVEL AND TOURISM

Paper 7096/23
Alternative to Coursework

Key messages

There are four scenario-based questions, each with stimulus material in the Insert. Candidates should use the stimulus material as a basis for their answers, to give context-based examples of marketing practice. Candidates should be familiar with the syllabus content to recognise exactly what is being tested by each question. Examples used should be relevant to the context of the question, and must always be drawn from the travel and tourism industry.

General comments

The question paper adhered to the standard format, with four scenario-based questions in the Insert and each subset of questions based loosely around the context of these stimulus materials.

Question 1 was based on a situation analysis of tourism in Nigeria. Candidates appeared familiar with the format of this type of question and were able to extract key information from the source, in order to attempt the questions.

Question 2 was an advertisement for new Maple Holidays, which was accessible to most candidates.

Question 3 presented candidates with information about tourism in the city destination of Lisbon.

In **Question 4**, the stimulus was information about an activity attraction in Barbados.

Most candidates from this cohort attempted all of the questions within the allocated time. As is customary, weaker candidates tended to score most of their marks from the **(a)** and **(b)** questions, which mostly require the simple recall of facts or the use of information directly from the source material. Only the top performing candidates were generally able to demonstrate the higher order skills of analysis and evaluation, required in the **(c)** and **(d)** questions.

Comments on specific questions

Question 1

The results of a situation analysis of tourism in Nigeria were provided as source material. Candidates used key details from these results to form answers to this subset of questions.

- (a)** Candidates were familiar with the format of this question, with many able to correctly identify the correct statements under each of the SWOT headings.
- (b)** The majority of candidates were also familiar with the concept of the product life cycle. Weaker responses described any three stages rather than correctly detailing three different characteristics of the introduction stage.
- (c)** This question was answered well, with many responses identifying reasons why situation analysis is important. At the top end, answers were well developed and often exemplified.

- (d) Candidates found this question quite challenging. Many understand the purpose of branding for tangible goods, and the best answers were able to consider the range of advantages and disadvantages of using a tagline such as Fascinating Nigeria to create a destination brand for a country, even though this is intangible.

Question 2

This subset of questions was based on a simple advertisement for New Maple Holidays, a tour operator. The context and material seemed to cause candidates no problems.

- (a) Less able candidates were unsure of this question, which asked for a definition and an example of two specified types of market segment. Weaker responses relied heavily on the text and often confused the two examples. The best responses were those where candidates used their knowledge and understanding to provide clear definitions of each type and did not draw the examples directly from the stimulus material.
- (b) This question was answered well. Most responses clearly identified factors affecting the production of effective promotional materials. Weaker answers sometimes confused this with factors affecting the package (price charged, product features etc.) and thus did not gain access to the marks available here.
- (c) This question acted as a good discriminator. At the top end of performance, answers were analytical of the benefits to the provider, whereas weaker responses tended to answer this from the perspective of the customer, which is easier to understand.
- (d) Distribution channels used in travel and tourism tend to be a difficult concept for many candidates. This concept has been tested in many different ways over past sessions, and candidates are beginning to show a broader understanding of how travel and tourism providers ensure their products and services reach their target customers. This question was answered with more understanding than previous similar questions.

Question 3

The stimulus material for this question was information about a travel pass offered to tourists in Lisbon. Candidates relied heavily on this source when answering the questions in this subset.

- (a) (i) Responses here were variable, with clear understanding of a city break from some. At the lower end of performance, responses showed some confusion, suggesting that a city break entails travelling away to get a break from city life by visiting beaches and other natural features, usually associated with rural or coastal tourism.
- (ii) This was answered well, with most responses identifying at least one appropriate reason for joining an organised tour.
- (b) There was over reliance on the source material in answering this question. Weaker responses contained three correctly identified reasons for the popularity of the Lisbon travel pass but did not often explain the advantages this brings to customers.
- (c) This question also caused some difficulty. It required an examination of how additional low cost airline routes and high speed rail benefit tourism providers within a destination. At the lower end, responses were limited to the more obvious benefits of more customers so more money. The best answers considered a wider spread of tourist types across a larger geographic area because of the use of regional airports and the facilitation of day excursions through high speed rail links.
- (d) Responses here were varied. At the lower end of performance, candidates clearly understand the use of the internet for marketing purposes. The concept of online virtual tours was less familiar, and only a small number of answers made specific reference to the benefits of virtual tours in making the intangible become real.

Question 4

Candidates were provided with information about an arts and craft experience offered to tourists in Barbados.

- (a) (i) This was answered well, with most answers correctly accessing information from the source to describe why the attraction was opened.
- (ii) The majority of candidates were also able to correctly identify two reasons why such an attraction appeals to tourists.
- (b) There were mixed responses to this question, depending on how familiar candidates were with factors of location. Weaker responses identified factors directly from the syllabus, whilst the best responses applied the factors specifically to the context of this tourist attraction.
- (c) This question acted as a good discriminator. All candidates were familiar with the two named pricing policies; at the lower end, these were described but not applied to the context, whilst the best answers gave specific exemplification of how these policies might be used to attract new customers to the attraction.
- (d) This question was answered well. The concept of competitive pricing policies was understood well and at the lower end, responses identified how competition might affect price. At the top end of performance, candidates were able to provide developed responses to analyse the impact of competition on price.