TRAVEL & TOURISM

> **Paper 9395/11**
> **The Industry**

Key messages

To achieve a good result in this examination candidates need to be familiar with the requirements and contents of the syllabus. The questions on this exam paper covered a variety 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 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 appropriate strategies needed to access the higher-level marks in the level marked responses. 'No response' answers should hopefully be avoided.

General comments

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

Candidates producing the best 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.

Many candidates made a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible and well interpreted. 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) Responses were mixed, many candidates showed they knew what perishability was and gave an accurate definition but there were a number who did not understand and did not give a definition of any kind.

(ii) Many candidates gave an accurate example of a perishable travel and tourism product. The most common answers were a plane ticket or a hotel room. There were many responses using food as an example, which was incorrect. Candidates should make sure they have read the question correctly.

(iii) The question asked about the ways that perishability could be managed and those that correctly answered ai) and aii) suggested two correct ways. Several responses referred to perishability outside travel and tourism which was not answering the question.

(b) This question was generally answered very well. Many candidates suggested the benefits of using mobile technology and most gave three good explanations, achieving full marks. Several candidates described the benefits to tourists rather than tour operators which did not answer the question.

(c) There were many good responses to this question. The majority of candidates explained advantages for elderly tourists of using tour operators. A large number correctly identified reasons such as having a problem with new technologies, not wanting to pay online, preferring to deal with a person so they can talk to them about their issues etc.

(d) This question was answered very well. All responses seen detailed feedback methods, something candidates clearly understood and knew a lot about. There were many Level 3 responses, getting 8 or 9 marks. Good discussions of the most suitable methods were seen.

Question 2

(a) (i) Most candidates correctly answered this question. Common incorrect answers did not contain the definition but simply gave an example.

(ii) This question was answered well. The example given had to contain some reference to moving/going for the purpose of tourism. Due to this simply stating 'the superbowl' would be incorrect whilst stating 'going to watch the superbowl' would get the mark.

(b) Marks awarded for this question were very low, there was a very large number of responses seen demonstrating a lack of understanding about the nature of social factors. Social factors in the context of travel and tourism refers to factors such as increasing numbers of elderly tourists, changes in family structures, growth of the middle class, paid holidays etc. Very few responses referred to such points, those which did usually achieved full marks for the question. Other responses suggested social media as a social factor, support for teams, following the favourite player – none of which are appropriate for the answer and so could not be awarded any marks.

(c) Generally this was answered well and most responses were achieved high marks. Candidates clearly understood the impact that changing exchange rates could have on both the amount of money that tourists have to spend and how the impact of that on the economy.

(d) Responses to this question were mixed. Better responses explained that sports tourists, such as skiers, would need cold temperatures with snow in order to take part in their favourite form of tourism, leisure tourists would want good weather – sun etc. especially if they were at the beach, adventure tourists would not want rainy weather if they were climbing but if were hiking then rainy weather would not matter and then business tourists would not be bothered because they would probably be in meetings. Many responses were very simplistic and didn't refer to different tourist types.

Question 3

(a) Overall the responses seen were very good. The majority of responses came from personal experience. Weaker responses did not include enough detail in the descriptions given or referred to safety information seen in the terminal which was the responsibility of the airport and not the airline.

(b) This question was answered well, responses followed logical thinking about the types of training which would be appropriate for airline staff.

(c) Responses were generally good. Candidates were well informed about the ways that performance can be monitored and managed.

(d) Responses varied for this question. Some focussed on the procedures and routines and described them rather than looking at the background knowledge needed to operate them. For example, some responses stated that staff need to be aware of the safety procedures and then described them rather than explaining why the procedures needed to be in place. Better responses explained why the procedures needed to be in place and also contained information about a wide variety of procedures needed.

Question 4

(a) (i) Generally candidates explained ecotourism as conserving and maintaining the environment only, not many responses made any mention of sustaining local populations or educating tourists.

(ii) There was good use of the insert and most candidates correctly referred to national parks, the wide variety of wildlife, traditional accommodation and sustainable practices.

(b) This question was answered well and good use of insert was made in responses. The most common error was simply to state a type of natural disaster without explaining the impact of it on destinations.

(c) This question was not answered well and many responses were lacking in detail. Better responses suggested what could be done to make destinations sustainable in more detail. With questions that require two ways to be explained for 6 marks, the explanation needs to be detailed to achieve full marks.

(d) This question was not answered well as many responses did not refer specifically to different types of visitors. Good responses linked the characteristics to the types of tourists such as sports tourists wanting surf if they were surfers, easy access for canoeing/yachting etc., leisure tourists appreciating clean beaches and features such as fun fairs or resorts, ecotourists wanting to do diving to look at sea life etc.

TRAVEL & TOURISM

> **Paper 9395/12**
> **The Industry**

Key messages

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Candidates should be familiar with the key command 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 appropriate strategies needed to access the higher-level marks in the level marked responses. 'No response' answers should hopefully be avoided.

General comments

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

Candidates producing the best 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.

Many candidates made a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible and well interpreted. 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)   This question was answered very well. Candidates demonstrated excellent understanding of the concept of staff motivation.

(b)   The majority of candidates achieved full marks for this question. Candidates demonstrated an excellent level of knowledge of customer feedback techniques.

(c)   Most candidates answered this question well. There were a few responses which confused non-commercial with commercial organisations and so wrongly explained profit-making methods.

(d)   Meeting the needs of external customers was a topic which the majority of candidates discussed effectively. Customer service related information was thoroughly produced and discussions were detailed.

Question 2

(a) (i)   This question was answered well.

(ii)   Good use of the insert was made in answering this question. The majority of candidates were able to suggest facilities that could be provided for customers with specific needs.

(b)   This question was answered well. The best answers used the insert and identified ways that the shopping centre would appeal to each of the visitor types.

(c)   The focus of this question was benefits to the shopping centre of providing good customer service to internal customers. Those responses that focussed on this aspect usually scored well. Those responses that did not mention internal customers restricted the marks they could achieve.

(d)   Candidates demonstrated good knowledge of the impacts that a fall in the value of the national currency could have on visitor attractions. The best responses explained that they may have cash shortages which could reduce the number of staff available, they could have cut-backs at the attraction or it may even have to close. Responses showed clear evidence of careful thought and analysis. Weaker responses did not look at the impact on the visitor attractions and mainly described the impacts of a fall in the currency value in a more general manner.

Question 3

(a)   Overall, the responses seen for this part of the question were good. There was some misunderstanding demonstrated on the 'characteristics' and candidates wrote in more general terms about rural destinations.

(b)   This question was answered well. The majority of candidates demonstrated excellent understanding of the roles of tourism organisations and correctly suggested three likely role for the local tourism organisation in Costa Rica. Some responses described the role of either a regional tourism organisation or a national body rather than a local tourism organisation.

(c)   The majority of responses demonstrated knowledge and understanding of the concept of differentiation. The best answers were very detailed and showed considerable knowledge and confidence of the concept.

(d)   Responses to this question were good. Candidates obviously knew what social factors are and attempted a discussion of how the social factors may encourage growth. Many responses detailed a number of factors which were then well-explained.

Question 4

(a)   This question was very well answered, the majority of responses were awarded full marks.

(b)   This was generally well answered with the majority of responses being awarded full marks. If marks were restricted it was usually due to candidates explaining what visas are rather than what they are used for, or for repeating their ideas.

(c)   This was very well answered with lots of very relevant and current thinking.

(d)   This question was not answered very well. Candidates were not always sure about legislation and what the impacts would be. Better responses discussed protection for customers, protection for employees, legislation to maintain security and produced good, analytical responses. Weaker responses did not refer to types of legislation or were vague.

TRAVEL & TOURISM

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Paper 9395/13
The Industry
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Key messages

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Candidates should be familiar with the key command 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.

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General comments

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

Candidates producing the best 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.

Many candidates made a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible and well interpreted. 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) Responses were generally good, those that referred to the insert were likely to achieve the full four marks for this question. Responses that scored less than four usually repeated the same explanation for both reasons given for the popularity of the Forum with tourists and limited the marks that could be awarded.

(b) This question was answered very well. Candidates demonstrated an excellent understanding of the impacts of good customer service on a tourist attraction.

(c) Responses to this question were varied. The best responses demonstrated a good knowledge of product differentiation. Weaker responses often only included a limited comment which could be credited, mainly talking about different products but not explaining why the different products were needed and what that could mean for a tourist attraction.

(d) This question produced some very good responses. Candidates showed good knowledge of conservation methods that may be appropriate for a cultural attraction such as the Forum. Better responses also showed some knowledge and understanding of both responsible and sustainable tourism techniques. Weaker responses either just listed methods with no discussion or because they explained why methods should be used rather discussing which methods could be used.

Question 2

(a) Generally responses were very good for this question. The majority explained the benefits of teamwork. Some weaker responses discussed external customers rather than internal.

(b) This question was well answered. Most responses achieved the full 6 marks for accurately explaining three methods that could be used to motivate internal customers. If marks were low on this question, it was because of a confusion between external and internal customers.

(c) Generally this question was answered well. The first part, a complaint about toilets not having been cleaned, was answered better than the second, a complaint about customers behaving offensively. Responses to the second part were often that the customer should be thrown out without any form of discussion or reasoning.

(d) This question was answered very well. Candidates were very familiar with all aspects of customer service and were able to discuss the value of customer service in improving the reputation of a company. Plenty of examples were also used within the answers to supplement points being made and confirming that the candidates really knew the topic well.

Question 3

(a) (i) Overall responses showed clear knowledge of the issue of seasonality. Some responses included no example and only gave a definition and some included only an example with no definition limiting marks available.

(ii) This question was not answered well. Many thought that seasonality itself was the problem and therefore had nothing to add whereas the question asked for an issue *caused* by seasonality to be identified and explained. Responses could have included issues such as high demand for holidays in summer months causing overcrowding or higher prices or demand being low during winter causing unemployment.

(b) Responses to this question were varied. The best responses referred to the issue identified in an **(a)(ii)** and suggested three ways it could be solved. Many responses discussed climate or the passing of the seasons rather than seasonality.

(c) This question was answered well. Most candidates explained three impacts of infrastructure development, most of the impacts suggested tended to be negative impacts and were related to building works and their impacts on the environment. Relatively few candidates mentioned the positive impacts on local populations such as jobs being provided or new facilities available for them to use.

(d) This question was not answered well. Responses tended to be very simplistic with relatively basic comments such as more people prefer to book holidays themselves or as there are more people having families later or adventure holidays are more popular. Responses were made up of statements such as these rather than explanations of why these changes were likely to take place and why the industry is market driven.

Question 4

(a) Generally this question was answered well. Candidates needed to refer to the insert and use the data contained in it.

(b) This question was answered well. A wide variety of reasons were suggested which were valid and showed a good understanding of the question.

(c) This question was answered well. Responses often explained national problems such as GDP or developing infrastructure such as hospitals taking a destination to be a country which was acceptable.

(d) This question was not answered well. Many responses explained changing attitudes and tastes of tourists rather than discussing the impacts of these on the travel and tourism industry. The topic of ecotourism kept appearing as an example of changing attitudes towards tourism but not many expanded that to explain the potential and real impacts that this may have on the industry. Discussion was generally limited.

TRAVEL & TOURISM

Paper 9395/02
Planning and Managing a Tourism Event

Key messages

- Centres should include correct paperwork and transfer accurately candidate details onto MS1s.
- Individual candidate mark sheets should accompany each candidate portfolio.
- Centres are reminded that the coursework must be written up on an individual basis, if any work done by another candidate is included, they must be credited.
- Candidate logbooks/diaries and annotated photographs should be included for team evidence.
- Centres should annotate all coursework.

This coursework session was affected by the pandemic, however, many centres successfully modified their plans to accommodate 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.

Overall, 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.

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 webpage for our event.' Candidates cannot take credit for work that is not their own. Markers should show annotation throughout the portfolios as this will assist 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 many thoughtful and detailed feasibility studies and evidence of much research conducted by candidates. The most successful included SWOTs as well as details of customers, costings, risks and a simple concept plan. 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 include either a Bibliography or 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 include an analysis of questionnaire results. Weak or poor recommendations for the future prevented candidates gaining the higher mark bands.

TRAVEL & TOURISM

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Paper 9395/31
Destination Marketing

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Key messages

- There were a number of questions with no responses; candidates should be encouraged to attempt every question.

- Candidates should be able to link knowledge of two different concepts within an applied context for one question – e.g. finding the connection in using research methods to create a visitor profile.

General comments

This exam paper featured two case studies focused on specific examples of destination branding. 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. 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; some responses included whole chunks of text copied from the insert, rather than answers written in the candidates own words.

Comments on specific questions

Question 1

(a)   Better candidates suggested that the quality and or reach of, in particular, advertising was hampered by a lack of funds. Many candidates identified generic impacts of a lack of funding, including infrastructure development, which did not address the marketing aspect of the question.

(b)   Most responses identified a weakness from the case study but did not make a recommendation beyond improving on the weakness. Better responses suggested that improved ports would open cruise tourism, and that competition might not offer the same unspoiled beauty as a USP. VFR seemed an unfamiliar concept to many candidates and recommendations based around this were inappropriate.

(c)   Most candidates identified KPIs correctly, but most did not link any of the KPIs to monitoring the brand specifically. Airline capacity was poorly understood, and whilst website hits was a common answer, few responses considered that conversion rates are a better measure than the number of people browsing the webpage. Overall answers here lacked depth of understanding.

Question 2

(a)   Most candidates did not understand the concept of paid for media. Most answers focused on the use of social media and inferred shared media rather than pop-up ads. Better answers mentioned traditional paid media channels, although the implication of the question was that Norway was using electronic paid media.

(b)   This question was not answered well. The concept of visitor profiles was not understood well. Most saw a visitor profile as full details of everyone who visited Norway, rather than typical characteristics which could be extrapolated to target a visitor type. This limited answers and consequently access to the higher mark bands. Qualitative and quantitative research methods were not clearly understood, with many answers going no further than describing qualitative as opinions and quantitative as numbers.

(c)   Many candidates wrote about segmentation generically including segmentation techniques they were more familiar with, i.e. most answers focused on demographic segmentation, with age and income being exemplified. Those who did attempt to maintain relevance to the question, thought it was to do with the geography of Norway, i.e. tourists that live somewhere flat will be targeted so they can see mountains, or who lived in warm climates were targeted because Norway is cold.

TRAVEL & TOURISM

> **Paper 9395/32**
> **Destination Marketing**

Key messages

- Most candidates attempted every question and as such some picked up crucial marks here and there which helped raise their performance to the next grade band. Candidates should be encouraged to always write something for every question.

- Candidates should be able to link knowledge of two different concepts within an applied context for one question – e.g. the characteristics of a trade fair, which make it effective at communicating a strong brand message.

General comments

This exam paper featured two case studies based on real examples of destination branding. 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. 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; some responses included whole chunks of text copied from the insert, rather than answers written in the candidates own words.

Comments on specific questions

Question 1

(a)   The most common answer was using the visitor type for future segmentation/marketing activities. Weaker answers identified leisure visitors as the most significant visitor type but did not explain how this information could be used.

(b)   Most answers correctly identified sections from the insert materials that related to the question, but were not developed beyond the basic facts of the photo campaign.

(c)   Most candidates did know the Butler model well, however the majority of responses attempted to find a match from the case study to agree with the statement rather than using their knowledge of the model to dispute the claim. Few responses challenged the statement which consequently limited access to the higher mark band.

Question 2

(a)   Most candidates suggested at least one appropriate stakeholder role in answer to this question. Candidates should be confident in knowing what role the tourism authority plays as well as the role of the local community.

(b)   The concept of trade fairs was not wholly understood, many responses referred to them as a festival-type event that is aimed at tourists rather than a business-to-business event. Many responses talked generically about communication methods. This limited access to marks as the principal focus was on trade fairs. Those that did understand what a trade fair is often did not link it to communication of the brand which also limited access to marks.

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(c)   Candidates knew the principal reasons for branding destinations, but many saw the focus of this question as a common vision for the brand, rather than the link to the community. The best answers argued that locals would benefit from services and facilities as well as from economic benefits from tourism development and that the locals needed to work with Tourism Uganda to gain those benefits. The general concept of sustainability was discussed by better performing candidates.

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** |

Key messages

- Read questions carefully and check understanding before beginning the answer.
- Use clear handwriting and write answers in the allotted space given.
- Refer to the case studies in the Insert to support answers.
- Understand the command word meanings and take note of mark allocations of each question.

General comments

Candidates performed reasonably well this session. Many candidates show a good range of knowledge and understanding of the of key tourism definitions particularly the impacts of tourism and the roles of key tourism organisations.

Candidates who perform well in this examination use accurate industry examples to help exemplify their points and demonstrate the higher order skill levels of analysis, evaluation and discussion.

Candidates do not need to repeat the question at the beginning of their response, it takes up valuable time and space and is not necessary.

There were many successful candidates who produced concise, relevant information in their longer style responses.

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.

Comments on specific questions

Question 1

(a)   This was well answered; most candidates explained two benefits of partnership work. The case study allowed for development of this question and most common responses were; sharing ideas, costs and marketing opportunities. Each of the identified points had to be exemplified in order to gain the full 4 marks.

(b)   A good response to this question. Candidates were asked to discuss how building a new visitor attraction would benefit the local community and tourism economy. There was good reasoning presented by many candidates including, provision of employment, growth of the multiplier effect, improving reputation and image of the destination and developing training opportunities. There were many good economic linked impact points made. Explanations or descriptions should be developed into a fully discussed point to gain the higher marks.

(c)   This question was reasonably well answered. Candidates were asked to assess ways to prevent negative socio-cultural impacts of tourism to Bahrain. Good responses included empowering local communities, setting of rules and laws and using guides and to promote cultural understanding. Many candidates transferred information from the Insert but did not assess the points made. Where candidates did not assess their points, the higher banded marks were not awarded. A detailed and relevant conclusion is required to gain the full 12 marks.

Question 2

(a)   Responses to this question varied. The question asked for two roles of an NGO. Better responses used specific examples such as World Wildlife Fund for Nature. Weaker responses included large amounts of the text copied from the insert, rather than applying the information to the question.

(b)   This question was well answered. Many candidates explained how ActiveDays helped to widen access to the outdoors. There were some very good examples explaining the transportation programme, activities and benefits to customers of such an organisation promoting sustainable tourism. Some candidates did not fully discuss their evidence or present it with justification 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 explained negative environmental impacts that a growth in tourism brings to national parks. Most common responses included the pollution, erosion and destruction of natural wildlife systems. Without an assessment, candidates were unable to gain the higher Level 3 marks. 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.

TRAVEL & TOURISM

Paper 9395/42
Destination Management

Key messages

- Read questions carefully and check understanding before beginning the answer.
- Use clear handwriting and write answers in the allotted space given.
- Refer to the case studies in the Insert to support answers.
- Understand the command word meanings and take note of mark allocations of each question.

General comments

Candidates performed reasonably well for this session. Many candidates show a good range of knowledge and understanding of the of key tourism definitions particularly the impacts of tourism and the roles of key tourism organisations.

Candidates who perform well in this examination use accurate industry examples to help exemplify their points and demonstrate the higher order skill levels of analysis, evaluation and discussion.

Candidates do not need to repeat the question at the beginning of their response, it takes up valuable time and space and is not necessary.

There were many successful candidates who produced concise, relevant information in their longer style responses.

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.

Comments on specific questions

Question 1

(a) This was well answered; most candidates explained two benefits to Carezza Ski of working on joint projects with other ski resorts. The case study allowed for development of this question and most common responses were sharing ideas and best practice, spreading risks and developing further the tourism offer through marketing and joint projects. Each of the identified points had to be exemplified in order to gain the full 4 marks.

(b) A good response to this question. Candidates were asked to assess how Carezza ski resort might prevent conflict between different activity users. Good responses included zoning, attention to the carrying capacity, and introduction of a fee charging system. Explanations or descriptions need to be developed into fully assessed points to gain top marks.

(c) This was very well answered. Candidates were asked to evaluate the sustainable strategies used by Carezza Ski to protect the environment. Many candidates transferred information from the Insert but did not always evaluate their points. Good responses included sustainable use of the resources, water from rain filled storage lakes and snow made by the snow cannons. Where candidates did not evaluate their points, the higher banded marks were not awarded. A detailed and relevant conclusion was required to gain the full 12 marks.

Question 2

(a)   This was very well answered. Candidates explained two benefits to customers of using DMC Japan. The most common responses were benefit of 50 years' experience in making tailor-made plans, DMC's understanding of the true culture of Japan and the support and attention to individual customer needs. Weaker responses included text copied directly from the Insert, rather than applying the information to the question.

(b)   This question was reasonably well answered. Many candidates explained how working with DMC Japan gave cultural benefits to the Japanese community. Responses included raising awareness of the culture, empowering the community and preserving customs and traditions. Some candidates did not fully assess their evidence. A relevant and detailed concluding paragraph was required to gain full marks.

(c)   This question was reasonably well answered, most candidates explained why DMC Japan might want to work with National Tourism Organisations. The most common responses included working together on research, marketing and supporting campaigns. On occasion it was clear that some candidates confused an NTO with a Government or an NGO. Without a full discussion, candidates were unable 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.