

TRAVEL AND TOURISM

Paper 9395/01
Core Paper

Key Messages

Few candidates were able to provide accurate details of both locations and organisations with which they were expected to be familiar and therefore many answers lacked appropriate development and exemplification. Centres are advised that overall candidate performance does suffer in respect of the following.

- Candidates should attempt to analyse what has happened at particular destinations/locations with which they are familiar rather than rely on a generalised approach which tends to limit the amount of credit that can be awarded.
- Candidates will always obtain credit for providing specific details about facilities and locations that are appropriate to the demands of particular questions.
- Knowledge and understanding of customer service issues was variable and knowledge of particular job roles was weak. Candidates should be aware that an organisation's internal customers are its employees.
- Candidates should be familiar with the role and responsibilities of their national or local tourist board.

Comments on the Specific Questions

Comments on candidate responses

Question 1

- (a) Many candidates were able to correctly interpret Fig. 1 and identify three ways in which the Kruger National Park's rules and regulations help to conserve the natural environment. The level of explanation provided was not always fully developed for each chosen aspect and this tended to limit the amount of credit that could be awarded. However, many individuals obtained full marks because of the thoughtful nature of their responses.
- (b) Most candidates were aware that sites like the one shown in Fig. 2 are subject to environmental impacts and many answers focused on litter and noise. The better answers used overcrowding, congestion and exceeding the carrying capacity to explain site erosion, habitat destruction and related issues. Some of the weaker responses repeated points that were made in 1(a) and such answers often lacked appropriate explanatory development.
- (c) Many candidates made a good attempt to explain the use of a car but needed to focus on the advantages of car hire to leisure travellers. Candidates achieved higher scores when they considered aspects such as the convenience to travel at will, ability to carry luggage as required, route flexibility and being very cost effective for families/groups. When candidates offered little explanation and/or evaluative comment their answers remained well within marking Level 2 or below.
- (d) Choice of a valid attraction was of great significance and must have precise knowledge about a named built attraction. It was expected that candidates would be able to comment about products/services/facilities available at their chosen attraction and the extent to which the needs of different visitor groups were being met. Candidates were frequently rewarded for their thoughtful approach and those who wrote about landmark buildings such as the Eiffel Tower in Paris or the Burj Khalifa in Dubai were able to make several valid points. Simple descriptions of attractions such as Taj Mahal or generalised comments about attractions such as Disney World needed greater focus on the appeal of the chosen attraction to different types of international traveller in order to gain more marks. To clarify what was expected, the following might have been considered by a candidate choosing to write about the Louvre in Paris.

Open to everyone since 1793, the Louvre is a "universal" institution regarding the variety of its collections and its appeal to some 6 million visitors every year. It offers a wide range of facilities to meet visitor needs and has a wide range of aids and amenities to ensure that any visit is enjoyable, from floor plans, audio guides, and programme listings to cafés, media centres, and a bookstore. The Louvre's libraries and multimedia centres allow visitors to learn about the collections in greater depth. In addition to these, the museum's various curatorial departments have research centres and libraries that contain a wealth of material for the use of researchers, candidates, and other interested parties. The Musée du Louvre and the Musée Delacroix can provide a prestigious setting for private receptions, gala evenings, prize-giving ceremonies, product launches, concerts, and film premieres with dinners, cocktails, and breakfasts.

Question 2

- (a) Candidates found it difficult to interpret Fig. 3 and to identify all four customer service environments:

A	Reception	External
B	Restaurant	External
C	Housekeeping	External
D	Kitchen	Internal

- (b) There were many good answers to this question and candidates showed a good understanding of customer surveys, comment cards, suggestion boxes and the use of informal feedback. The use of a mystery shopper was not fully appropriate in this context but credit was awarded if a valid description was attempted. This topic is well known and understood by the majority of candidates.
- (c) Candidates were required to explain how any such standard might apply to each of their chosen three job roles. To obtain maximum credit, there needed to be a clear statement about what the expected standard would be. For example, a performance standard for one aspect of the waiter or waitress job at a certain restaurant could be:

"The server will take food and beverage orders for up to five tables with 100% accuracy, using standard house procedures."

Candidates should be aware that 'benchmarking' requires some form of quantification. They should say what the standard involves rather than only making a brief reference to meeting a standard

- (d) There were some very good accounts including one or two outstanding responses that attempted to apply Maslow's hierarchy of needs to the workplace. Candidates often mentioned the idea of employee motivation and the positive steps that organizations can take to increase job satisfaction levels. Maslow's theory can be applied to conditions in the workplace and the following table indicates some of the ways in which it might apply.

Maslow Level	What is possible for an organisation to offer
Self-actualisation	Allocating more challenging and stimulating responsibilities
Esteem	Feedback via appraisal system – generally praising staff efforts
Social/Belonging	Work-based social events
Safety and Security	Safe working conditions
Physiological	Competitive salary/wage rates

This question was about meeting the needs of an organisation's internal customers. Candidates should ensure they focus on what is required by the question; some answers were about meeting the needs of external customers and were little credit because they contained information irrelevant to the question.

Question 3

- (a) The Fig. 5 stimulus material was interpreted very well and many candidates were able to score full marks by correctly identifying four from Thailand, Vietnam, China, Cambodia and Myanmar.
- (b) The stimulus was used well and many candidates noted that Laos had limited infrastructure and attracted backpackers. Candidates were expected to explain how these characteristics were associated with particular stages of the Butler model. Better answers made the link with Exploration/Involvement and offered some additional comment. Additional credit was awarded for making active reference to the characteristics associated with a particular stage of destination evolution.
- (c) There were some very good responses and it was pleasing to see candidates attempting to contextualise their answers in terms of the Fig. 6 shanty town environment. There were appropriate comments about a number of issues such as crime and the presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewellery, increasing the attraction for robbery and mugging. However, better responses also considered that in the early stages of tourism development there will only be a few visitors and they will be made to feel very welcome. With increasing visitor numbers there is frequently a rise in both apathy and antagonism amongst particular sections of the local population leading to conflict. There were also many valid accounts of the 'Demonstration Effect'.
- (d) Better answers gave a clear statement about conditions before and after some form of regeneration taking place within particular destinations. To help illustrate what was expected, candidates could have considered a destination such as Cape Town's V&A Waterfront.

The historic Victoria and Alfred Waterfront in Cape Town has been redeveloped as a mixed-use area with a focus on retail, tourism and residential development. The main purpose of the redevelopment scheme was to re-establish physical links between Cape Town and its waterfront area in order to create a quality environment which would become a desirable place to work, live and relax. Cape Town's formerly declining old port area has now been transformed and the V&A Waterfront has now become one of Africa's most visited destinations, with an average of over of 20 million people each year since 1997. The building and restoration programme has introduced new land uses into previously derelict harbour warehouses, workshops and stores. Today, visitors are attracted to the waterfront area by the wide range of new facilities such as restaurants, taverns, speciality shops, the V&A Hotel, a theatre, an arts and crafts market, and the national Maritime Museum

In order to improve their answers some candidates needed to give a more thorough consideration of regeneration. Some candidates discussed rejuvenation, which was acceptable, but the choice of examples and detail given (asked for in the question) was limited.

Question 4

- (a) Most candidates were able to correctly interpret Fig. 6 and identify implementing national tourism policy, research, product development and co-ordination with tourism offices and representative agencies abroad as being the four responsibilities of the Seychelles Tourism Board.
- (b) Strong responses to this question suggested things like quality control (hotel grading), approval (issuing of licenses) and training (running customer service courses). There was frequent reference to ideas about standards and regulations but candidates needed to make reference to what was actually involved and to a named board.
- (c) Answers to this question were quite strong and there was frequent reference to employment (direct and indirect), standards of living, GDP, multiplier effect and infrastructure improvements funded by taxation. As in previous examination sessions, such positive economic impacts are well known and understood.

- (d) There were some very good attempts to explain the ways in which particular tourist boards promote domestic tourism and there were very clear accounts of what was done in destinations such as the Cayman Islands and Zimbabwe. To improve candidates should have written about what particular providers did rather than concentrating on what the tourist board's strategies were. When candidates focused on things like a network of TICs, advertising and promotional campaigns, staging/sponsoring events and running competitions they were suitably rewarded.



TRAVEL AND TOURISM

Paper 9395/02

Planning and Managing a Tourism Event

Key messages

- Centres should annotate through the mark bands to show where the candidate has progressed.
- Candidates should complete at least two feasibility studies and may do up to four. They do not need to run two events. One event should be completed with all supporting documentation clearly attached.
- It is not necessary for candidates to submit work in expensive bindings.
- Some Centres omitted the documentation from their packs – MS1 should be completed both by the underlining of the correct marks and writing the corresponding number.

General comments

A small number of Centres' marks were scaled downwards because marking was too lenient across the bands and in some instances key evidence was missing. If Centres annotate the candidates' work then evidence is clearly way-marked and marking becomes more accurate.

It was pleasing to see candidates' work submitted by Centres that had clearly followed the guidance notes. These portfolios were generally well structured and presented in a clear and logical format. It was good to see, once again, the range of events organised and the enthusiasm demonstrated by candidates.

Assessment Objective 1

Some candidates presented clear and logical plans with realistic itineraries and timescales. On occasions, there were major omissions from the plans, along with poor organisational skills. It should be noted that the planning stages are organised and written up in the present tense and not as a report or in past tense.

Assessment Objective 2

Candidates made a good attempt to show how they contributed to the event both in terms of planning and execution. It should be noted that the Moderator does not have the facility to watch CDs/DVDs and assessors should include witness statements for verification of tasks completed.

Assessment Objective 3

Some candidates did not consider at least two feasibility studies. In some cases there was little evidence of risk assessments or contingency plans put forward and some candidates did not use a SWOT analysis to aid their reasoning. Up to four feasibility studies can be considered but only one event should be run; it is not necessary to run two events.

Assessment Objective 4

Generally candidates evaluated their event well. Some candidates gave simplistic coverage of feedback without full or detailed explanations. On occasion evaluations and conclusions from the results were excellent with good customer feedback and relevant options/recommendations for improvements. It should be noted that all candidates should include at least one detailed witness statement from an independent observer or participant. This will provide evidence of customer service skills during event planning and implementation, which will help the candidate to further evaluate their performance.

It should be noted that although this assessment is organised as a group assignment, each individual candidate should complete their own work. It is not acceptable for candidates to have exact copies of the written sections of their coursework.

It may be appropriate for some Centres to access a copy of the Coursework Guidelines for this unit.

TRAVEL AND TOURISM

Paper 9395/03

International Business and
Leisure Travel Services

Key Messages

This question paper comprises four main questions, each introduced by a vocationally relevant piece of stimulus material. It is essential for candidates to study a wide range of local, national, regional and international examples of travel services within both the business and the leisure market context. Candidates are expected to use industry-specific examples to support their answers in order to access the higher level marks. Candidates should be encouraged to develop their skills of analysis and evaluation, especially within the extended answer questions at the end of each subset of questions.

General comments

The question paper comprised four main questions, each with a total of 25 marks, as is the standard format for this module. A piece of vocationally relevant stimulus introduces each subset of questions. **Question 1** uses as its focus information about air services in India. Candidates were provided with an advertisement for a holiday package to the Azores in **Question 2**, whilst **Question 3** was based on information about business tourism in Zaragoza, Spain. **Question 4** featured information about the Hudson Bay Train railway journey.

Candidates demonstrated good all-round knowledge and understanding of the business and leisure travel markets within this question paper. The majority of candidates attempted all of the questions and scored well across the short answer questions. The more challenging extended answer questions at the end of each subset allowed candidates to demonstrate the higher order skills of analysis and evaluation. There was some excellent use of industry-specific exemplification by the better performing candidates.

Comments on specific questions

Question 1

The stimulus material for this question was based on information about air services in India. This appeared accessible to the majority of candidates, when answering the subset of questions which followed.

- (a) (i) The majority of candidates understood the term 'low cost carrier'.
- (ii) Candidates used the text effectively to identify key reasons for the change in air passenger numbers in India.
- (b) Candidates were able to identify the reasons for increased investment in airport development. Better answers were more developed in explaining the benefits to the Indian aviation industry of this increased investment.
- (c) (i) As in the previous questions, most candidates were able to identify the objectives of this organisation, with the best answers interpreting why these objectives may have been established.
- (ii) Candidates are expected to understand how different transport providers cater to the specific needs of different customer types. The best responses to this question focused on one or two distinct needs of the family market and evaluated how effectively these needs are met by full-service airlines, rather than merely listing a broad range of services offered by such airline carriers.

Question 2

An advertisement for a package holiday to whale-watch in the Azores forms the basis of this subset of questions.

- (a) (i) The majority of candidates identified appropriate components of this holiday package.
- (ii) Most candidates selected appropriate examples of ancillary services. The best responses clearly explained the reasons why ancillary services are offered by travel and tourism providers.
- (b) Most candidates could identify aspects of the holiday which would appeal to leisure tourists. The best answers used specific examples of the included products and services of the advertised holiday package to evaluate the appeal specifically to leisure tourists.
- (c) Whilst all candidates were clearly familiar with the role of a travel agent, only the better performing candidates were able to explain the benefits of the relationship between tour operators and travel agents in selling package holidays.
- (d) Candidates are expected to understand the range of components offered within package holidays, including the full range of meal plan options offered within the accommodation and catering component. The best answers here considered a range of different meal plan options and evaluated their suitability for different customer types.

Question 3

Candidates were provided with stimulus material about business tourism provision in the city of Zaragoza in Spain. The majority of candidates appeared to understand the content of this text.

- (a) Most candidates used the text to identify reasons why Zaragoza appeals as a business tourism destination. Fewer were able to explain the reason for this appeal, in terms of the facilities and accessibility of this city.
- (b) (i) Candidates are expected to have studied the business tourism market in detail within this module. The acronym 'MICE' is central to this target market and candidates should therefore be familiar with this term. A significant number of candidates from this cohort did not attempt this question.
- (ii) Candidates clearly understood the differing needs of the business tourism market, and the range of products and services which can be offered to meet these varying needs.
- (c) This is a standard type of question for this module, requiring candidates to evaluate the role played by different tourism organisations in supporting aspects of the tourism industry; in this instance candidates were required to apply their knowledge of how business tourism organisations support the needs of the international events market. At the lower end of performance, candidates relied heavily on the stimulus material to identify the role carried out by the Zaragoza Convention Bureau. The best answers were able to offer an evaluation of the differing roles that such organisations provide, including a judgement as to which role is most significant.

Question 4

The stimulus here was information about a railway journey in Canada, the Hudson Bay train. Most candidates understood the context of this information sufficiently well, to be able to answer the subset of questions which followed.

- (a) Most candidates were able to extract relevant information from the provided text, in order to identify the two specific features of the product.
- (b) This question was answered well, with all candidates being able to compare the services provided in the different classes of the train.
- (c) Candidates are expected to be able to analyse reasons for the appeal of different products, services, destinations and facilities within the context of the travel and tourism industry. The best answers extracted key information from the provided text, in order to apply knowledge and understanding as to why these factors might appeal to customers from the leisure tourism market.

- (d) Most candidates understood that the terrain through which this journey takes place is difficult and focused all of their answer on this one factor, thus limiting their access to the marks available here. The best responses also considered the physical distance involved and the probable level of demand, in order to consider issues of cost effectiveness.
- (e) Candidates must study impacts of new technology, trends in the travel and tourism industry as well as the competitive nature of products and services available within the industry. Thus, this question required candidates to draw upon this knowledge within the applied context of long distance railway travel, in order to evaluate why discounted fares are offered by the Hudson Bay Train company. At the lower end of performance candidates tended to list the different customer types for whom discounted fares might be offered, with generic 'customer satisfaction' reasons being given.

TRAVEL AND TOURISM

Paper 9395/04
Specialised Tourism

Key messages

- Candidates must read the questions carefully and do not need to repeat the question in their answer.
- Candidates should understand the meaning of each of the command words – Evaluate, Analyse, Discuss, Assess and Explain.
- Candidates should be able to distinguish between the economic, social and environmental impacts clearly and be able to demonstrate knowledge of positive and negative impacts.
- Candidates will benefit from reading relevant case studies from eco, culture and adventure tourism.

General comments

Timing did not appear to have been a problem for candidates and the majority answered all questions. It was clear that many Centres had studied relevant case studies of eco, adventure and cultural tourism as candidates gave interesting and appropriate examples when requested.

Candidates should be assisted with learning the correct terminology for the tourism industry and in particular the different types of tourism impacts. Centres should endeavour to make explicit the meaning of environmental, sociocultural and economic impacts as in some instances, candidates confuse the definitions. It may be useful for Centres to give candidates suitable case studies in order that they may become familiar with the reading of tourism texts.

Candidates should try and avoid repetition within answers particularly those relating to the impacts of tourism. Weaker candidates were unable to access the higher marks for extended answers if they were unable to 'assess' 'discuss' or 'evaluate' where asked. It would help candidates if Centres explained the difference between such command words and encouraged candidates to make clear and concise judgements or conclusions. If a question asks candidates to identify and explain, then it follows that the answer must be taken from the stimulus provided. All judgemental statements should be supported by comments made throughout the body of the response.

Comments on specific questions

Section A

Question 1

- (a) This question was very well answered; most candidates were able to explain two likely economic benefits of dive tourism for Egypt. On occasion some candidates needed to expand upon their initial identification point in order to gain a second mark.
- (b) Many candidates were able to identify negative environmental impacts in the Hurghada region due to the rapid growth in tourism. Candidates did not gain the higher band marks if they simply explained but did not 'assess'. Most common responses included pollution, overcrowding, loss of indigenous species, etc.
- (c) Candidates were asked to discuss the importance to the Hurghada Environmental Protection and Conservation Association (HEPCA) of having the support of partners in both the public and private sectors. Most candidates were able to gain reasonable marks but further marks could have been gained by discussing fully the importance of such a partnership. Financial benefit was the most popular response, however, other issues such as promotional initiatives and community out-reach benefits were not considered.

Question 2

- (a) Most candidates were able to explain two ways in which Kampong Ayer is unique. The most popular responses included, distinctive water village with a self-sufficient lifestyle and the continuance of cultural/heritage practices.
- (b) Most candidates were able to explain how the KACTG helps to preserve the destination's heritage. Some weaker candidates were unable to 'discuss' fully and were therefore unable to gain the higher grades.
- (c) Most candidates were able to explain how a growth in tourism might destroy the heritage and lifestyles of the Kampong Ayer residents. In order to improve candidates could have developed their response fully by carrying out assessment in order to reach the high mark bands. Most popular responses included the loss of the structural detail and therefore the important access methods, loss of customs, demonstration effect and the loss of values and traditions.