

TRAVEL & TOURISM

Paper 0471/11 Key Terms and Concepts

Key messages

Candidates performed well in the first exam for this new syllabus. Candidates evidenced good understanding of sustainability, which is a key principle throughout the new syllabus.

Candidates are encouraged to practice writing exam answers to various travel and tourism scenarios. This approach will help them to apply their knowledge and understanding effectively and emphasise the importance of tailoring their responses to the specific context of the question.

General comments

Candidates can improve on developing their evaluation skills. In addition, some candidates would benefit from improving their confidence in developing their responses into relevant explanation.

Comments on specific questions

Question 1

- (a) Some candidates were able to answer this question well, providing a clear definition of the multiplier effect. Other candidates were not secure in their understanding of the term, providing consequences of or factors that contribute towards the multiplier effect. To be successful in responding to this question, candidates needed to provide a clear definition that included the concept of money circulating through the economy, rather than describing the multiplier effect.
- (b) Many candidates were able to provide three correct organisations. The most common responses were national tourism organisations and tourism information centres. Weaker responses missed the application part of the question, responding with a variety of tourism organisations that are not involved with the promotion of tourism.
- (c) There were many good responses to this question. Candidates were able to accurately describe two different types of sports tourism. Less successful responses included generic descriptions that were not specific to sports tourism.
- (d) Some candidates responded well to this question, providing analytical comment about how sports tourism can be used to help reduce negative economic impacts. The most successful responses used the Insert to support their answer. A few of these responses were developed into good evaluation. Weaker responses often did not mention any negative economic impacts, instead focusing solely on the positive economic impacts of sports tourism.
- (e) Some strong responses were seen for this question. The most common focus for these responses were how sports can bring tourists and the local host population together, forming a bond over the sporting event/game. These answers were well analysed, though evaluation was often less evident. Other candidates were not as secure in their understanding of reducing conflict between tourists and the local host population or missed the application of sports tourism within their response.

Question 2

- (a) There were many good responses to this question. Most candidates used Fig. 2.1 well to locate the correct ways.

- (b) This question was also answered well. Most candidates showed they had good knowledge of the characteristics of travel and tourism. Occasionally, candidates responded with types of tourism rather than the characteristics.
- (c) Many candidates were able to successfully explain how trains and taxis are interdependent. Most of these responses focused on how both types of transport are reliant on each other to bring them passengers/customers. Many candidates were also able to explain how ferries and coaches are interdependent on each other. To successfully answer this question, candidates need to demonstrate a clear understanding of interdependency in the relevant context and show how both organisations benefit. Some candidates were able to demonstrate knowledge and understanding of how one organisation benefits from the other but their responses gave no evidence of how the other organisation benefited.
- (d) Many strong and innovative responses were seen to this question, evidencing that candidates have a good knowledge of how organisations can appeal to tourists. Generally, responses were well developed into good explanations.
- (e) This question was answered well by many candidates. The most common responses seen focused on how social media can be used to increase awareness of sustainable transport and therefore put pressure on organisations and governments to provide more sustainable transport options. Other candidates lost focus on the question, responding with a description of social media, or did not link their response to sustainable transport.

Question 3

- (a) This question was answered well. Candidates used the source material effectively as a prompt for their response. Occasionally, candidates provided ways from the Insert that were not relevant, for example 'plastic waste recycling bins' minimises plastic waste but they do not minimise the use of plastic.
- (b) Most candidates were able to state two different types of integrated transport at airports. Occasionally, candidates provided generic responses. For example, land transport or cars rather than a specific transport provider type e.g. taxis or coaches.
- (c) This question was also answered well. Most candidates showed they had a good knowledge and understanding of air travel and transport, linking it to the appeal to tourists. The most common response seen was related to the speed of air travel, particularly over long distances. Occasionally, candidates gave responses that were not specific, for example, stating a reason such as 'air travel is cheaper', but not giving comparison or context to quantify this statement. A more successful example would be 'air travel can be cheaper if using low-cost airlines' or 'it is cheaper than self-drive over long distances'.
- (d) Most candidates were able to identify a valid way that airports can make tourists aware of how they reduce, reuse and recycle at airports. The most common response was focused on using social media or signs around the airport. Many responses were developed into good explanation. Weaker responses were less confident when it came to explanations and did not successfully develop the responses.
- (e) Many candidates were able to answer this question well, providing thoughtful responses as to why it is important that airports are sustainable. Most candidates were able to develop their answers into good analysis, focusing on the difference being sustainable can make to the environment or the travel and tourism industry. A few candidates were able to provide relevant evaluation and/or a conclusion, although this was less frequent. Candidates should be reminded that repeating what has already been discussed is not classed as evaluation.

Question 4

- (a) Most candidates were able to achieve the full 2 marks for this question, identifying a range of tourism organisations where tourists can find currency exchange. Sometimes candidates provided organisations that are not classified as a tourism organisation, for example 'a bank'.

- (b) This question was answered well. Most candidates were able to provide two ancillary services other than currency exchange, evidencing good knowledge and understanding of this area of the syllabus.
- (c) Candidates provided a good range of reasons as to why it is important for staff to have good product knowledge. Fewer were able to explain this in the context of currency exchange shops. Candidates should be reminded that when a question has a particular focus of application, it is important to clearly use that context in their response. For example, this extract explains a valid reason but there is no link to the currency exchange context: *'To give good customer service so the customer is satisfied and will return again in the future'*. Whereas the following response is clearly set in the context of currency exchange throughout, accessing higher marks: *'To know which country has which currency, so they can provide the right currency to the customer which will result in a satisfied customer'*.
- (d) There were many excellent responses to this question. Candidates clearly understand the need and ways that staff can communicate with tourists who speak a different language. Most responses were developed into good explanations and many candidates received full marks for this question. Other candidates were less confident in providing explanation of the way they gave or provided vague responses.
- (e) The strongest responses to this question contained development of their answer into good analysis and occasionally evaluation. Weaker responses missed the command word of the question which required them to evaluate, instead the responses described different ways to have personal presentation rather than the importance of personal presentation when working in tourism.

TRAVEL & TOURISM

Paper 0471/12 Key Terms and Concepts

Key messages

The paper was received well by candidates, centres have clearly spent a lot of time focusing on the new aspects of the syllabus.

Generally, candidates are strongest in their knowledge and understanding of customer service and less confident in their knowledge of sustainable transport.

As with the previous syllabus, candidates and centres are encouraged to practice the skill of analysis and evaluation.

General comments

Candidates are encouraged to know the categories of travel and tourism organisations and impacts.

Candidates and centres are encouraged to practice recognising the context of the question and ensuring they write responses that are clearly and explicitly set in the required context.

In addition, candidates are encouraged to practice evaluation questions and to know the demands of the various questions used in this examination.

Comments on specific questions

Question 1

- (a) Many candidates were able to respond to this question with relevant and accurate government objectives. Candidates could respond with either the category of government objective, economic, political etc., or they could respond with an applied objective for example, improve the economy or establish the area as a new tourist destination. A few vague or repetitive responses were seen which could not be credited e.g. improve the economy and attract investment.
- (b) Most candidates responded to this question with accurate tourism development organisations. Some responded with well-known international tourism organisations that are not listed in the specification such as United Nations World Tourism Organisation, evidencing good wider knowledge and understanding. Others listed tourism organisations that are not considered tourism development organisations e.g., travel agents. Other candidates copied generic terms from the Insert.
- (c) Most candidates were able to successfully provide two negative economic impacts of foreign investment. Explanation of these impacts in the context of foreign investment was limited. Many candidates provided explanatory development of the impact identified, but did not apply this to foreign investment. For example, candidates provided an explanation of inflation rather than how foreign investment causes or contributes to inflation. Others provided negative impacts that were not economic, for example crime or demonstration effect.
- (d) Many candidates were able to identify valid ways conflict can be managed that were applied to the context of the question. Most of these responses were developed into relevant explanations. Some candidates wrote incorrect responses that were focused on how/ways the conflict occurs rather than the way it can be managed.

- (e) There were many good responses to this question. Candidates displayed a good understanding of the term 'resilience' and were able to write about it with a focus of why it is important for the tourism industry. Many responses were developed into analysis, most of which was focused on how the industry would benefit from being resilient. Limited evaluation was seen. Some candidates confused resilience with dynamic, or their responses were vague, not including any evidence that the candidate understood the term.

Question 2

- (a) Candidates responded to this question well, using the Insert to successfully extract services shown in the photograph. Occasionally, candidates provided responses that were true of tourist information offices, but not evident in the photograph shown in Fig. 2.1. Other candidates responded with facilities seen in Fig. 2.1 rather than services, for example, lower window for disabled access rather than disability assistance.
- (b) This question was also answered well with the most common responses being 'leisure' and 'business'. Some candidates responded with inaccurate terms, for example, 'for work' rather than 'business' and 'visiting friends and family' rather than 'visiting friends and relatives'. Candidates should use accurate terms when a question focuses on key terms and concepts.
- (c) There were many good responses to this question, candidates were able to successfully write in the context of destinations. Common successful responses were linked to putting on events, extra promotion or developing weather specific activities in the off-peak season. Some strong responses focused on ways destinations can manage peak season, for example strategies to manage overtourism. Other responses missed the context of the question and were not relevant to ways a destinations can manage seasonality.
- (d) Many candidates were able to successfully respond with ways destinations can benefit from responsible tourism. Fewer candidates were able to develop their responses into applied explanation. Some responses were repetitive of the same way, for example, less pollution and less negative environmental impacts. Occasionally, responses were not specific, for example some responses focused on the destination being 'clean', rather than focusing on less pollution, or less litter.
- (e) There were some mixed responses to this question. Many candidates lost focus on the question, responding with an assessment of how the internet has change the ways tourists access information. Successful responses focused on the tourist information centres using websites, chatbots to provide information and social media to promote the destination. Some of these candidates were able to develop their responses into analysis of how the tourist information centres benefits from these changes. There was minimal evidence of evaluation.

Question 3

- (a) There were many good responses to this question evidencing that candidates have a good understanding of how tourism organisations provide for different customer types. Other responses were focused on ways that were not relevant to the application of the question (hotels). For example, providing a tour guide, a personal assistant for their stay.
- (b) This question was successfully answered by the majority of candidates, evidencing they had good knowledge and understanding of bad customer service. Occasionally, candidates responded with ways the bad customer service is created rather than the impact.
- (c) This question was also answered well, evidencing good knowledge and understanding of customer service. Occasionally, candidates gave responses that were vague.
- (d) There were some good responses to this question. Candidates were able to explain how customers would benefit from the staff having the given skills. Other candidates found it challenging to set their responses in the context of how the customer benefits, instead explaining how staff use the skill, or how staff or the organisation benefit from the staff having the skill. An example of a good, well explained response for product knowledge was *'the customer will be able to understand how to access and use the product which means the customer will be satisfied and able to purchase the right product for them.'*

- (e) Most candidates were able to provide valid benefits of setting good customer service standards to tourism organisations. Many candidates were able to develop their answers into good analysis and occasionally evaluation. A few candidates gave responses that were focused on good customer service, rather than the benefits of setting standards. Others set their response in the benefits to destinations rather than the benefits to tourism organisations which limited their marks.

Question 4

- (a) Most candidates answered this question well. Occasionally, candidates provided response that were not evident in Fig. 4.1 or responded with details evident in Fig. 4.1 that were not services. Candidates are encouraged to read and refer back to the question to ensure their response is relevant.
- (b) Most candidates were able to respond successfully to this question as well. Occasionally, candidates repeated their response, for example 'online booking' and 'through the internet'. A few candidates missed the context of the question, requiring them to give ways that were 'before arriving at the station'.
- (c) There were some good responses to this questions that evidenced candidates had a good understanding of how/why train transport is considered sustainable. These responses were well explained. Others attempted this question but were unable to clearly explain or identify how train transport is sustainable. For example, identifying that trains carry a lot of passengers without also identifying that this reduces the carbon emission per passenger. Other candidates stated that trains do not pollute or emit carbon, which is not true – unless it is an electric or an alternative fuel train.
- (d) This new style question required candidates to start their response with an analytical point of the appeal of luxury trains. It is important for the response to be clearly applied to the context of the question – in this case, luxury trains. Comments such as 'comfortable' were considered vague unless there was other information in the response that made it clear the candidate was discussing luxury trains, rather than first class or better quality standard/commuter trains. After successfully identifying a reason for the appeal, candidates were required to thoroughly evaluate the point raised. The most common successful responses focused on the luxury and all-inclusive feature of these trains or the luxurious accommodation. Few responses were developed into the full three marks per reason, but there were some good attempts. Other candidates were not secure in their understanding of luxury trains or were not secure in their understanding of the term 'appeal'.
- (e) This question required candidates to consider and evaluate the importance of destinations offering sustainable transport. There were many good responses to this question that evidenced strong analysis skills, some of which were then developed into good evaluation. The most common focus for these responses was reduction in air pollution and carbon emissions in the environment. The analysis focused on how it makes the destination more appealing and/or the economic benefits of sustaining tourism in the destination rather than damaging the environment and area. Some candidates focused on how the transport is sustainable rather than the importance of destinations offering it.

TRAVEL & TOURISM

Paper 0471/13 Key Terms and Concepts

Key messages

Candidates performed well in the first exam for this new syllabus. Candidates evidenced good understanding of sustainability, which is a key principle throughout the new syllabus.

Candidates are encouraged to practice writing exam answers to various travel and tourism scenarios. This approach will help them to apply their knowledge and understanding effectively and emphasise the importance of tailoring their responses to the specific context of the question.

General comments

Candidates can improve on developing their evaluation skills. In addition, some candidates would benefit from improving their confidence in developing their responses into relevant explanation.

Comments on specific questions

Question 1

- (a) Some candidates were able to answer this question well, providing a clear definition of the multiplier effect. Other candidates were not secure in their understanding of the term, providing consequences of or factors that contribute towards the multiplier effect. To be successful in responding to this question, candidates needed to provide a clear definition that included the concept of money circulating through the economy, rather than describing the multiplier effect.
- (b) Many candidates were able to provide three correct organisations. The most common responses were national tourism organisations and tourism information centres. Weaker responses missed the application part of the question, responding with a variety of tourism organisations that are not involved with the promotion of tourism.
- (c) There were many good responses to this question. Candidates were able to accurately describe two different types of sports tourism. Less successful responses included generic descriptions that were not specific to sports tourism.
- (d) Some candidates responded well to this question, providing analytical comment about how sports tourism can be used to help reduce negative economic impacts. The most successful responses used the Insert to support their answer. A few of these responses were developed into good evaluation. Weaker responses often did not mention any negative economic impacts, instead focusing solely on the positive economic impacts of sports tourism.
- (e) Some strong responses were seen for this question. The most common focus for these responses were how sports can bring tourists and the local host population together, forming a bond over the sporting event/game. These answers were well analysed, though evaluation was often less evident. Other candidates were not as secure in their understanding of reducing conflict between tourists and the local host population or missed the application of sports tourism within their response.

Question 2

- (a) There were many good responses to this question. Most candidates used Fig. 2.1 well to locate the correct ways.

- (b) This question was also answered well. Most candidates showed they had good knowledge of the characteristics of travel and tourism. Occasionally, candidates responded with types of tourism rather than the characteristics.
- (c) Many candidates were able to successfully explain how trains and taxis are interdependent. Most of these responses focused on how both types of transport are reliant on each other to bring them passengers/customers. Many candidates were also able to explain how ferries and coaches are interdependent on each other. To successfully answer this question, candidates need to demonstrate a clear understanding of interdependency in the relevant context and show how both organisations benefit. Some candidates were able to demonstrate knowledge and understanding of how one organisation benefits from the other but their responses gave no evidence of how the other organisation benefited.
- (d) Many strong and innovative responses were seen to this question, evidencing that candidates have a good knowledge of how organisations can appeal to tourists. Generally, responses were well developed into good explanations.
- (e) This question was answered well by many candidates. The most common responses seen focused on how social media can be used to increase awareness of sustainable transport and therefore put pressure on organisations and governments to provide more sustainable transport options. Other candidates lost focus on the question, responding with a description of social media, or did not link their response to sustainable transport.

Question 3

- (a) This question was answered well. Candidates used the source material effectively as a prompt for their response. Occasionally, candidates provided ways from the Insert that were not relevant, for example 'plastic waste recycling bins' minimises plastic waste but they do not minimise the use of plastic.
- (b) Most candidates were able to state two different types of integrated transport at airports. Occasionally, candidates provided generic responses. For example, land transport or cars rather than a specific transport provider type e.g. taxis or coaches.
- (c) This question was also answered well. Most candidates showed they had a good knowledge and understanding of air travel and transport, linking it to the appeal to tourists. The most common response seen was related to the speed of air travel, particularly over long distances. Occasionally, candidates gave responses that were not specific, for example, stating a reason such as 'air travel is cheaper', but not giving comparison or context to quantify this statement. A more successful example would be 'air travel can be cheaper if using low-cost airlines' or 'it is cheaper than self-drive over long distances'.
- (d) Most candidates were able to identify a valid way that airports can make tourists aware of how they reduce, reuse and recycle at airports. The most common response was focused on using social media or signs around the airport. Many responses were developed into good explanation. Weaker responses were less confident when it came to explanations and did not successfully develop the responses.
- (e) Many candidates were able to answer this question well, providing thoughtful responses as to why it is important that airports are sustainable. Most candidates were able to develop their answers into good analysis, focusing on the difference being sustainable can make to the environment or the travel and tourism industry. A few candidates were able to provide relevant evaluation and/or a conclusion, although this was less frequent. Candidates should be reminded that repeating what has already been discussed is not classed as evaluation.

Question 4

- (a) Most candidates were able to achieve the full 2 marks for this question, identifying a range of tourism organisations where tourists can find currency exchange. Sometimes candidates provided organisations that are not classified as a tourism organisation, for example 'a bank'.

- (b) This question was answered well. Most candidates were able to provide two ancillary services other than currency exchange, evidencing good knowledge and understanding of this area of the syllabus.
- (c) Candidates provided a good range of reasons as to why it is important for staff to have good product knowledge. Fewer were able to explain this in the context of currency exchange shops. Candidates should be reminded that when a question has a particular focus of application, it is important to clearly use that context in their response. For example, this extract explains a valid reason but there is no link to the currency exchange context: *'To give good customer service so the customer is satisfied and will return again in the future'*. Whereas the following response is clearly set in the context of currency exchange throughout, accessing higher marks: *'To know which country has which currency, so they can provide the right currency to the customer which will result in a satisfied customer'*.
- (d) There were many excellent responses to this question. Candidates clearly understand the need and ways that staff can communicate with tourists who speak a different language. Most responses were developed into good explanations and many candidates received full marks for this question. Other candidates were less confident in providing explanation of the way they gave or provided vague responses.
- (e) The strongest responses to this question contained development of their answer into good analysis and occasionally evaluation. Weaker responses missed the command word of the question which required them to evaluate, instead the responses described different ways to have personal presentation rather than the importance of personal presentation when working in tourism.

TRAVEL & TOURISM

Paper 0471/21 Managing and Marketing Destinations
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Key messages

- The externally set examination has four subsets of questions, each based on a short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions and meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of marketing and promotion from the syllabus. This includes familiarity with specific terminology used within the industry.

Candidates were often able to identify a point but did not always develop this point successfully. Some candidates did not know the definitions of common terms which meant they were unable to answer the question.

Where a question asked for two examples, weaker responses often used the same example for both with slightly different wording. Credit can only be given for such examples once.

Some candidates seemed to have difficulty reading and understanding the source material, which is essential to answering the questions. Similarly, some candidates had difficulty comprehending the questions themselves, leading to confused and incomplete answers at times.

When giving an example to help answer the question, candidates must ensure the example is related to a travel and tourism product or service. When unrelated products of well-known brands are used as examples, these cannot be credited.

A number of candidates wrote one half of their answer in **part one** and the second half in **part two**. This resulted in just one answer, which limits the number of marks they can achieve.

Question 1 was based on information about the Malaysian Tourist Promotion Board (MTPB), a destination management company. It shows their vision, which is to make tourism a primary source of revenue and Malaysia a premier destination of excellence. The MTPB's objectives have been listed.

Question 2 was based on information about whether it is cheaper for tourists to stay in the UK or travel to European destinations. Prices in the UK have risen dramatically, and inflation is putting pressure on accommodation providers to increase their prices even further.

Question 3 was based on an advertisement for Fortune Suites, Tokyo, a serviced accommodation provider.

Question 4 was based on an advertisement for Fansite Sports Travel, an award winning company offering packages for a variety of sports.

Comments on specific questions

Question 1

- (a) Few candidates gained full marks for this question. Candidates had to give tourist types that were being targeted by the MTPB, therefore, their answers had to relate to the Insert. Incorrect suggestions included: groups, adventure tourists and some candidates listed different countries. This seemed to indicate that these candidates did not understand the meaning of 'target market'.
- (b) Most candidates identified 'to attract tourists' or 'awareness' as reasons why marketing campaigns are used. Many responses directly copied from the Insert without clear understanding or answering the question. 'To achieve profit' was often cited rather than 'increase GDP' and many candidates stated 'to gain competitive advantage' as a reason rather than a development point.
- (c) This question was answered well, particularly the disadvantages of face to face research with many candidates pointing out time taken and people being reluctant or shy when answering questions. The positive advantages often included being able to ask more questions and get more information, and some candidates noted that the researcher can put the person at ease and encourage responses.
- (d) This question proved difficult to candidates. This was primarily due to the confusion of the nature of a blog. It was often thought to be the same as a review site, with answers straying into explaining the advantages of websites or social media in promotion. Some responses focused on the value of the blog to the customer rather than the tourist organisation which restricted credit. Candidates often responded with points about the blog raising awareness or attracting customers and sometimes commented that it was free to set up. The links to sales was limited because answers were often based on points about how the blog made it easier for customers to see information or to see reviews. Only the strongest answers offered evaluation points on this question.

Question 2

- (a) (i) This question was answered successfully by most candidates.
- (ii) This question generally elicited good responses, typically lower income, loss of employment and closure of business related to tourism. Some candidates assumed complete collapse of infrastructure or closure of the destination itself.
- (b) Many candidates were able to suggest a suitable pricing policy relevant to this question. Very few candidates were able to give the second explanatory point which had to be in the context of the question. Candidates tended to give a general answer to the correct pricing policy and needed to relate it to how it could improve domestic tourism in the UK, i.e. for variable pricing explanations for different seasons.
- (c) This question was well answered. Some general answers were seen e.g. 'colourful' with little discrimination to posters or brochures, but there were good points made overall. Ideas such as 'can be kept and referred to again'; 'can be handed out to the likely customer to look at'; 'good for people who do not have internet'; 'older people may not have the internet'; 'has lots of information in it and photos to look at'. The idea of being able to include coupons and vouchers in the printed material was rarely given as an answer.
- (d) This question proved difficult for candidates. Many candidates noted that primary market research identifies customers wants and needs. The answers tended to write about how an accommodation provider would use that information, giving examples of improving beds, what is available in rooms and how this would lead to customer satisfaction and repeat business. These answers were not focused on the research itself and its specific benefits but instead the outcome and the customer service improvements to be made. This was a question that showed evidence of the candidates not reading the question carefully enough.

Question 3

- (a) Most answered this question using the Insert but did not always answer the question. Most candidates answered about the location (the railway line, the gym and the Japanese cuisine) as opposed to the benefits of the accommodation. One answer that was correctly given was 'cheaper than some alternatives'.
- (b) This question was answered well. There was some confusion as to the benefit to the customer or the accommodation provider- this question was looking for the benefits to the accommodation provider. 'Ease of communication' was often stated as well as 'the ability to ask questions'. Candidates faced difficulties with the wholesaler section, as there was evident confusion about the role of a wholesaler. Many responses incorrectly stated that a face to face meeting with the customer would occur and that the wholesaler is responsible for promotion. Correct responses given included, 'buying in bulk' and 'so package could be sold at a cheaper price'.
- (c) Few candidates answered this question correctly. Incorrect answers often related to the benefits of promotion, such as attracting customers and increasing sales. Correct answers referred to the methods of promotion such as radio/TV advertisements or social media. One answer that was correctly given was 'introducing offers and incentives'.
- (d) Many candidates appeared to be more confident on this question. Some answers were just based on aspects of facilities or customer service for special needs customers e.g. lifts or ramps. Responses which focused on sustainability often had lists of ideas throughout the answer with no explained link to sustainability e.g. 'they could install solar panels', which limited marks. Some answers linked changes such as solar panels to saving the hotels money on electricity. As this is not sustainability, it is not relevant. There were similar examples of this in relation to recycling bins and saving water. The best parts of the answers were often about employing locals where candidates were able to explain the resulting multiplier effect in the local economy.

Question 4

- (a) Very few candidates answered this correctly, with many writing about tickets, flights and event packages instead of the different types of sports packages named in the Insert.
- (b) Some knowledge of segments was shown although 'psychographic' was sometimes written as 'psychological'. Demographic segmentation was often successfully explained, particularly in terms of age or gender. For psychographic segmentation, different interests were provided. Geographic was often described as the area where a sporting event would be held and people were willing to travel to. This did not always fully explain the answer.
- (c) There were few valid responses to this question. Large sporting events e.g. Olympics was the only valid answer that was credited a few times. Most candidates wrote about either financial constraints or aspects like crime or war and other deterrents.
- (d) Candidates faced difficulties with this question. Some candidates did not refer to the context of the specialist tour operator which limited marks. Others wrote about each aspect of the 4 P's and said little about product. Some answers made some acknowledgement of the fact that product should match customers' needs but this needed to be developed further and linked to the context. Correct answers given discussed that the product is the most important aspect of the business and without it there would be nothing to sell, market or promote.

TRAVEL & TOURISM

Paper 0471/22 Managing and Marketing Destinations
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Key messages

- The externally set examination has four subsets of questions, each based on a short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions and meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of marketing and promotion from the syllabus. This includes familiarity with specific terminology used within the industry.

Candidates sometimes did not answer the specific question in front of them and adapted their responses to address what they were familiar with. This often limited marks and led to repeated information across multiple questions. Where a question asked for two examples, weaker responses often used the same example for both of them with slightly different wording. Credit can only be given for such an example once.

Where candidates misread the question, this sometimes indicated a misunderstanding of the question criteria. For example, some wrote in a comparison and contrast approach instead of providing a straightforward explanation or discussion as requested by the question.

When giving an example to help answer the question, candidates must ensure the example is related to a travel and tourism product or service. When unrelated products of well-known brands are used as examples, these cannot be credited.

Question 1 was based on information on Ireland's Green Button Campaign. The information included the aims of the campaign and methods.

Question 2 was based on an advertisement for Barcelona Food Adventures. The advertisement includes information about what customers will do if they book the guided gourmet market tour and cookery class.

Question 3 was a graph showing different accommodation types and the percentage of visitors who choose each type of accommodation.

Question 4 was based on an advertisement about Sunlight Felipe Beach Resort and Spa on the island of Corfu, Greece. This is a newly opened resort offering 5* all inclusive accommodation. The advertisement includes everything customers will get in the package along with their website address.

Comments on specific questions

Question 1

- (a) Most candidates correctly identified 'Restart tourism'; but 'Encourage overseas tourists' was sometimes only partially identified with many candidates missing out the word 'overseas', just writing 'to encourage tourism'. A large number of candidates were unable to identify a third reason correctly.

- (b) Candidates had difficulties answering this question. Some were able to identify and explain reasons why 'too early and too late' were important to the planning of a campaign. There was some confusion as to whether good timing meant planning a campaign in high season when customers were on holiday or in low season when prices might be cheaper so more people would be attracted. The high season/low season point meant that answers lost focus on the question.
- (c) Many candidates faced difficulties with this question as they seemed to be unfamiliar with the term 'public relations' which led to vague answers. This question was generally answered as the importance of relationships and marketing and promotion.
- (d) This question was misinterpreted by some candidates, referring to 'price' rather than 'costs'. This led to answers based on pricing policies and how these could be used in a campaign to attract customers. Where there was correct understanding of the question, answers needed to be more developed in terms of analysis and evaluation. Points were made about the fact that advertising is expensive especially on TV and that a budget is important. Several candidates correctly identified that costs of the campaign had to be related to the success of the campaign and if profits would be made. Failure to keep to budget might have serious consequences for the financial stability and future of the business. Although some candidates correctly said that a higher budget meant that better advertising methods could be used, many candidates assumed that an expensive campaign was always more successful.

Question 2

- (a) This question proved to be one of the most difficult short questions with many vague responses not specifying 'cooking classes' or 'guided tours'. The features of the food adventure package were often given as 'classes for all ages'; 'guide' and 'food tasting' which could not receive credit. Where marks were awarded, this was for transport and on occasions guide was in their answer.
- (b) Most candidates were able to identify a relevant factor although some answers gave a pricing policy as a factor such as BOGOF or market skimming. Many responses gave seasonality as an answer. This was correct but they needed to link the seasonality to demand rather than the cost of seasonal ingredients for the class. Most common correct answers were inflation, competitors and target market.
- (c) 'To raise awareness', 'reputation' and 'differentiates' were typical correct reasons given to this question. These were usually able to gain the second mark for development. Common answers which could not be credited included 'to create a brand image' as a reason in itself and 'gain competitive advantage'. These were the explanations rather than the identification of a reason so no marks could be awarded.
- (d) Candidates faced difficulties with this question. This seemed to be due to confusion as to the role of a retailer in this context. There were many answers explaining that BFA would benefit from a retailer as it could be: storing food so it was fresh; obtaining supplies; helping do guided tours of the market; using their expert knowledge of food to encourage customers; buying in bulk and so on. These answers appeared to think that a retailer and travel agent are different and that a retailer is the same as a wholesaler. There were a limited number of answers which correctly gave advantages in context such as promoting for BFA; attracting customers from their wide customer base; encouraging customers to buy; taking the admin burden of selling away from BFA and reducing advertising costs.

Question 3

- (a) Most candidates identified accommodation types successfully. Some candidates just gave the accommodation types listed in the insert which was the opposite of what the question asked.
- (b) Most candidates were able to identify reasons why serviced accommodation or holiday homes are chosen, with the most common correct answers being 'cheaper', 'privacy', and 'home from home' which were all successfully explained. Some candidates thought that food is included in these two types of accommodation which was incorrect.
- (c) Many candidates were able to successfully answer this questions for full marks, with answers such as 'more appealing to tourists who spend at the destination increasing revenue' and 'employment for local people so money earned stays in the destination'. Other answers often omitted to develop

links to economic benefits, answering instead in terms of benefits to the visitor or benefit to the destination in general. Points often focused on transport infrastructure or GDP rather than the destination itself.

- (d) While some candidates were able to define perishability, few were able to apply it to the accommodation sector which showed evidence of not reading the question correctly. Candidates often wrote about food going off in rooms or in hotel restaurants. Accommodation supplies for rooms such as shampoo bottles were given as examples as products which could expire and be wasted and many wrote about the cleanliness of the room. Some candidates were able to apply the concept of perishability to the context by referring to customers who do late cancellations or off-peak seasonality. General points about difficulties of attaining full occupancy for an accommodation provider were not relevant to the question. There were some attempts to analyse policies to overcome the problem by pricing policies such as discounting or taking full payment in advance.

Question 4

- (a) Although some candidates wrote about general facilities rather than family friendly facilities most were able to successfully identify three family friendly facilities.
- (b) This question proved difficult for candidates as they often immediately referred to the stage(s) before and after the growth stage in the question. A number of answers contained descriptions of the introduction and maturity stages without reference to growth at all. Many responses only identified the 'growth stage' phrase and hastily answer the question instead of reading the complete question. Most candidates recognised that rising sales are a feature of this stage but the main weakness in this question was adding a separate point as development e.g. profit as a development of rising sales. There was confusion as to whether competition was high/low and not many approached the point in terms of substitute products.
- (c) Many candidates misread the question and focused on the importance to clientele rather than the resort itself. Many other candidates were able to successfully identify ways such as the need for staff to be able to access the location or enough staff to meet customer needs. Some answers were written on the basis of the resort having been established and itemised the roles within the resort that staff would do. This was not answering the focus of the question about choosing a location.
- (d) This question was clearly understood, and most candidates answered in relation to the case study context. There were many applied valid points which were suggested that the resort could deploy. These often needed to be developed further with analysis to gain further credit. Some analytical points were also made to show the benefit to the resort itself rather than developing sustainability. For example, when referencing using solar panels, this was said to cut the electricity bills of the resort thus saving them money. Judgement and conclusion was not often evident.

TRAVEL & TOURISM

Paper 0471/23 Managing and Marketing Destinations
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Key messages

- The externally set examination has four subsets of questions, each based on a short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions and meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of marketing and promotion from the syllabus. This includes familiarity with specific terminology used within the industry.

Candidates were often able to identify a point but did not always develop this point successfully. Some candidates did not know the definitions of common terms which meant they were unable to answer the question.

Where a question asked for two examples, weaker responses often used the same example for both with slightly different wording. Credit can only be given for such examples once.

Some candidates seemed to have difficulty reading and understanding the source material, which is essential to answering the questions. Similarly, some candidates had difficulty comprehending the questions themselves, leading to confused and incomplete answers at times.

When giving an example to help answer the question, candidates must ensure the example is related to a travel and tourism product or service. When unrelated products of well-known brands are used as examples, these cannot be credited.

A number of candidates wrote one half of their answer in **part one** and the second half in **part two**. This resulted in just one answer, which limits the number of marks they can achieve.

Question 1 was based on information about the Malaysian Tourist Promotion Board (MTPB), a destination management company. It shows their vision, which is to make tourism a primary source of revenue and Malaysia a premier destination of excellence. The MTPB's objectives have been listed.

Question 2 was based on information about whether it is cheaper for tourists to stay in the UK or travel to European destinations. Prices in the UK have risen dramatically, and inflation is putting pressure on accommodation providers to increase their prices even further.

Question 3 was based on an advertisement for Fortune Suites, Tokyo, a serviced accommodation provider.

Question 4 was based on an advertisement for Fansite Sports Travel, an award winning company offering packages for a variety of sports.

Comments on specific questions

Question 1

- (a) Few candidates gained full marks for this question. Candidates had to give tourist types that were being targeted by the MTPB, therefore, their answers had to relate to the Insert. Incorrect suggestions included: groups, adventure tourists and some candidates listed different countries. This seemed to indicate that these candidates did not understand the meaning of 'target market'.
- (b) Most candidates identified 'to attract tourists' or 'awareness' as reasons why marketing campaigns are used. Many responses directly copied from the Insert without clear understanding or answering the question. 'To achieve profit' was often cited rather than 'increase GDP' and many candidates stated 'to gain competitive advantage' as a reason rather than a development point.
- (c) This question was answered well, particularly the disadvantages of face to face research with many candidates pointing out time taken and people being reluctant or shy when answering questions. The positive advantages often included being able to ask more questions and get more information, and some candidates noted that the researcher can put the person at ease and encourage responses.
- (d) This question proved difficult to candidates. This was primarily due to the confusion of the nature of a blog. It was often thought to be the same as a review site, with answers straying into explaining the advantages of websites or social media in promotion. Some responses focused on the value of the blog to the customer rather than the tourist organisation which restricted credit. Candidates often responded with points about the blog raising awareness or attracting customers and sometimes commented that it was free to set up. The links to sales was limited because answers were often based on points about how the blog made it easier for customers to see information or to see reviews. Only the strongest answers offered evaluation points on this question.

Question 2

- (a) (i) This question was answered successfully by most candidates.
- (ii) This question generally elicited good responses, typically lower income, loss of employment and closure of business related to tourism. Some candidates assumed complete collapse of infrastructure or closure of the destination itself.
- (b) Many candidates were able to suggest a suitable pricing policy relevant to this question. Very few candidates were able to give the second explanatory point which had to be in the context of the question. Candidates tended to give a general answer to the correct pricing policy and needed to relate it to how it could improve domestic tourism in the UK, i.e. for variable pricing explanations for different seasons.
- (c) This question was well answered. Some general answers were seen e.g. 'colourful' with little discrimination to posters or brochures, but there were good points made overall. Ideas such as 'can be kept and referred to again'; 'can be handed out to the likely customer to look at'; 'good for people who do not have internet'; 'older people may not have the internet'; 'has lots of information in it and photos to look at'. The idea of being able to include coupons and vouchers in the printed material was rarely given as an answer.
- (d) This question proved difficult for candidates. Many candidates noted that primary market research identifies customers wants and needs. The answers tended to write about how an accommodation provider would use that information, giving examples of improving beds, what is available in rooms and how this would lead to customer satisfaction and repeat business. These answers were not focused on the research itself and its specific benefits but instead the outcome and the customer service improvements to be made. This was a question that showed evidence of the candidates not reading the question carefully enough.

Question 3

- (a) Most answered this question using the Insert but did not always answer the question. Most candidates answered about the location (the railway line, the gym and the Japanese cuisine) as opposed to the benefits of the accommodation. One answer that was correctly given was 'cheaper than some alternatives'.
- (b) This question was answered well. There was some confusion as to the benefit to the customer or the accommodation provider- this question was looking for the benefits to the accommodation provider. 'Ease of communication' was often stated as well as 'the ability to ask questions'. Candidates faced difficulties with the wholesaler section, as there was evident confusion about the role of a wholesaler. Many responses incorrectly stated that a face to face meeting with the customer would occur and that the wholesaler is responsible for promotion. Correct responses given included, 'buying in bulk' and 'so package could be sold at a cheaper price'.
- (c) Few candidates answered this question correctly. Incorrect answers often related to the benefits of promotion, such as attracting customers and increasing sales. Correct answers referred to the methods of promotion such as radio/TV advertisements or social media. One answer that was correctly given was 'introducing offers and incentives'.
- (d) Many candidates appeared to be more confident on this question. Some answers were just based on aspects of facilities or customer service for special needs customers e.g. lifts or ramps. Responses which focused on sustainability often had lists of ideas throughout the answer with no explained link to sustainability e.g. 'they could install solar panels', which limited marks. Some answers linked changes such as solar panels to saving the hotels money on electricity. As this is not sustainability, it is not relevant. There were similar examples of this in relation to recycling bins and saving water. The best parts of the answers were often about employing locals where candidates were able to explain the resulting multiplier effect in the local economy.

Question 4

- (a) Very few candidates answered this correctly, with many writing about tickets, flights and event packages instead of the different types of sports packages named in the Insert.
- (b) Some knowledge of segments was shown although 'psychographic' was sometimes written as 'psychological'. Demographic segmentation was often successfully explained, particularly in terms of age or gender. For psychographic segmentation, different interests were provided. Geographic was often described as the area where a sporting event would be held and people were willing to travel to. This did not always fully explain the answer.
- (c) There were few valid responses to this question. Large sporting events e.g. Olympics was the only valid answer that was credited a few times. Most candidates wrote about either financial constraints or aspects like crime or war and other deterrents.
- (d) Candidates faced difficulties with this question. Some candidates did not refer to the context of the specialist tour operator which limited marks. Others wrote about each aspect of the 4 P's and said little about product. Some answers made some acknowledgement of the fact that product should match customers' needs but this needed to be developed further and linked to the context. Correct answers given discussed that the product is the most important aspect of the business and without it there would be nothing to sell, market or promote.