

TRAVEL & TOURISM

Paper 0471/11 Key Terms and Concepts

Key messages

The paper was received well by the candidates; there were very few no responses evidencing that candidates had good knowledge and understanding of the variety of travel and tourism contexts used in the paper.

Centres are encouraged to develop candidates' evaluation skills, as evaluation was rarely seen in this series.

General comments

Customer service continues to be a subject that candidates are confident in.

Sustainability and applying different topics to different travel and tourism scenarios were common areas of weakness.

Comments on specific questions

Question 1

- (a) This question required candidates to recognise the given government objective from the Insert and use their knowledge and understanding to categorise these into the different types of government objectives. Some candidates responded successfully to this question. Other candidates quoted various sections of text from the Insert.
- (b)(i) There were many good responses to this question, many candidates were able to provide a definition of short haul that was clearly linked to the time frame of these flights. Other candidates linked their definition incorrectly to a short break and the number of days travelled.
- (b)(ii) Many candidates were able to provide a good definition of self-catering. Other candidates provided an unspecific response, repeating the term catering with no further descriptive detail.
- (c) Some candidates successfully provided two reasons why most visitors to Scotland are short haul visitors. These candidates used their understanding of short haul along with information in the Insert to provide reasons and then explain them. Other candidates were not accurate in their understanding of short haul providing responses related to reasons for short breaks.
- (d) This question required candidates to explain three ways destinations can benefit from having a longer peak season. Most candidates successfully identified three ways a destination can benefit, with the most common responses focused on positive economic impacts for example increased tourist spending and jobs. Some candidates expanded their responses into explanation and gained two marks per response, while others provided description of the benefit identified rather than explanation.
- (e) There were many successful responses to this question, with most candidates identifying a number of likely impacts of a destination introducing a tourist tax. Most candidates provided a positive and a negative impact which evidenced good analytical skills. However fewer candidates expanded their responses into evaluation.

Question 2

- (a) Many candidates were successful in this question, providing two correct types of water transport. Some candidates provided responses that were too vague for example cruise (a type of holiday) rather than cruise ship. Occasionally candidates provided a response that was too vague, for example a boat/ship rather than a ferry boat.
- (b) This question was answered well. Most candidates provided a successful response. However, a few candidates provided responses that were too vague for example, a transport provider, rather than a coach company or taxi company.
- (c) Most candidates described one sustainable transport development. The most common response was alternative powered vehicles such as electric/hybrid. Fewer candidates provided two responses and many of the second responses were repetitious. Candidates are encouraged to consider the variety of transport methods (road, rail, sea, air) when responding to questions such as these to help them access different options for their response.
- (d) This question was answered well by most candidates. Candidates provided some well explained negative environmental impacts of boat transport. To achieve two marks for each example the explanation provided needed to be specifically applied to the context of boat transport. Some candidates provided a good range of negative environmental impacts, however applied explanation of these was less common. Other candidates were repetitious in their responses.
- (e) There were many good and well-structured responses to this question, evidencing candidates had good knowledge and understanding of visitor attractions. The most common responses focused on the economic benefits of visitor attractions. There were a few other excellent responses that evidenced a wider understanding of the role of visitor attractions for example, education and preservation of culture. Many responses were analysed well; fewer were developed into evaluation.

Question 3

- (a) Many candidates provided three characteristics of domestic travel, evidencing good knowledge and understanding of this type of travel. Some candidates provided responses that were considered vague.
- (b) This question was answered well. Most candidates provided an accurate definition of VFR that included the words of the VFR acronym. Occasionally candidates used the words visiting friends and family which is incorrect. Occasionally candidates provided a description of VFR that did not include the required 'visiting friends and relatives' words.
- (c) Many candidates were successful with this question; candidates used the Insert well to aid their responses. Most candidates provided one correct response that was well explained, others were provided two responses that correctly identified reasons however the development of the response was descriptive rather than explanatory.
- (d) There were many excellent responses to this question. Candidates provided a good range of benefits to tourists of rail transport. Most responses were well explained, others lacked explanation or the explanation did not focus on the benefit to the tourist.
- (e) There were some good responses to this question, the most common responses focused on raised awareness of sustainable tourism from various forms of media. Many of these correct responses were analysed well, although evaluation was rarely evident. Other candidates incorrectly focused their responses on the reasons why sustainable tourism is needed, or the detail of what sustainable tourism is.

Question 4

- (a) This question was answered well. Candidates evidenced good knowledge and understanding of customer service and applied this understanding to the image in the Insert. Occasionally candidates provided responses that identified or described the facilities in the image rather than providing their link to/how they provide good customer service.

- (b) The majority of candidates provided two correct responses to this question, it was clear that candidates have good knowledge and understanding of different accommodation types. Occasionally candidates provided generic responses that did not identify an accommodation type, for example resort rather than resort villa.
- (c) Some candidates provided two reasons why recommending local providers is good sustainable practice. Some of these responses were well explained, others were described rather than explained. Other candidates weren't secure in their understanding of sustainable practices.
- (d) There were many good responses to this question. Many candidates confidently evaluated the reasons why the given services are considered good customer service. Occasionally candidates described the benefit to the customer rather than evaluated.
- (e) There were some good responses to this question. Candidates demonstrated good knowledge and understanding of training staff and its importance within travel and tourism. Some candidates developed their responses into relevant and linked analysis; fewer developed into evaluation.

TRAVEL & TOURISM

Paper 0471/12 Key Terms and Concepts

Key messages

The paper was received well by the candidates, there were very few no responses evidencing that candidates had good knowledge and understanding of the variety of travel and tourism contexts used in the paper.

General comments

Candidates must ensure examples given in their response are relevant to the context of the question.

Candidates and centres are encouraged to know the categories of the different positive and negative impacts of tourism so they can use the right knowledge in a question.

Comments on specific questions

Question 1

- (a) There were many good responses to this question. Candidates evidenced good knowledge and understanding of the meaning of the term 'Sustainable Tourism'. Better responses focused on minimising the negative and maximising the positive impacts of tourism. Some candidates focused on environmental impacts only, benefit of the doubt was given for these responses, however centres are encouraged to ensure candidates knowledge and understanding of this term includes more than the environmental impacts.
- (b) This question was answered well, with most candidates providing a good definition of the term 'business travel'. Occasionally candidates provided a response which just repeated the term, for example *travel for business purposes* which was not creditworthy. A vast majority of candidates gave relevant examples and reference to the different forms of MICE tourism in their response.
- (c) Many candidates provided good responses to this question about the characteristics of ecotourists. To be successful in this question candidates needed to provide reference to ecotourists experiencing the environment of the destination as this is the primary motivation of ecotourists. Most candidates provided at least one good explanation of the characteristics of ecotourists, there was some repetition which limited marks for candidates, for example one response focusing on ecotourist's desire to minimise their negative environmental impacts at the destination and a second response with a broad statement about ecotourists being sustainable/responsible with no further detail to differentiate. Some candidates showed excellent knowledge on ecotourists characteristics focusing their response on their desire to learn and actively engage with the destination's environment.
- (d) Many candidates provided three positive economic impacts of tourism, most of these were explained well. Occasionally candidates provided positive impacts of tourism that were not economic. Candidates and centres are encouraged to know the categories of the different impacts of tourism so they can use the right knowledge for the question.
- (e) Some candidates provided a good response to this question. The most common response focused on the elements of increasing tourist numbers, increased recognition as a destination and increased job opportunities for the local population. Some candidates provided good analysis of the benefits they had identified and better responses used negative arguments, such as economic

leakage to strengthen analysis and reasoning. Many candidates did not develop their responses into meaningful analysis which limited marks. There was limited evidence of evaluation in this question.

Question 2

- (a) There were many good responses to this question, the most common responses focused on the clothes and name tag of the person in the photograph. Some candidates provided responses that were related to body language rather than personal presentation for example, smiling.
- (b) There were many good responses to this question. Most common responses focused on geographical knowledge, knowledge about local attractions, history and culture. Some candidates provided responses focused on the skills of tour guides rather than product knowledge. Other common errors were generic responses that did not provide the example requested by the context question.
- (c) This question was answered very well by most candidates. Customer service is an area of the syllabus candidates have very good knowledge and understanding of. Most responses were developed into good and relevant explanation. Occasionally candidates repeated across the two impacts given which limited their marks.
- (d) There were many good responses to this question, with candidates providing viable and applied ways a sightseeing bus could provide for each of the tourist types given in the question. However, many candidates provided responses that were not feasible for a sightseeing bus and therefore the responses were not applied appropriately. Examples of this included providing families with a creche, reserved seating and an exclusive area for families, none of which are feasible in a sightseeing bus. For tourists with mobility needs candidates needed to provide viable responses for example ramps for easy access, not an elevator to facilitate access onto the bus. For tourists with hearing impairments the most common successful responses focused on providing the tourists with reading material to understand the elements of the tour.
- (e) Some candidates provided a very good response to this question that highlighted the importance of having a set of procedures for staff to follow in handling complaints. These responses were developed into good analysis focusing on the benefit to the tourism organisation or the complainant themselves. Evaluation was evident and generally focused on the benefits to the organisation, for example repeat customers and good reputation. Some candidates provided responses that simply described the different procedures for managing a complaint which did not answer the question.

Question 3

- (a) In this question many candidates provided two topical topographical features that are good for adventure tourism. Other candidates were not secure in their understanding of topographical features and provided incorrect responses.
- (b) Some candidates successfully described one factor, such as to cause an increase in demand for adventure tourism. The most common response was focused on media/social media as a means of raising awareness and increased marketing for adventure tourism. Occasionally candidates provided a response not focused on a factor and was therefore considered too generic.
- (c) Many candidates provided a good explanation of two services provided by national tourism organisations. Most common responses were marketing and research. Some candidates provided management functions of national tourism organisations rather than services of national tourism organisations. Candidates are encouraged to spend time learning the difference between the management functions and the services provided by these organisations, as listed in the syllabus.
- (d) Many candidates provided three positive environmental impacts linked to adventure tourism. However, fewer developed these into applied explanation. To be creditworthy the explanation of the positive environmental impact identified had to be clearly linked to adventure tourism, rather than an explanation of the impact itself.
- (e) Some candidates provided a good discussion of why more adventure tourism could extend Greece's peak season. Occasionally this was developed into good analysis but evaluation was rarely seen. However, many candidates did not correctly acknowledge the extension of the peak

season as extending the time frame of the peak season (increasing by months) rather than more tourists within the same time frame. Without this element in the response, it was difficult to gain many marks.

Question 4

- (a) Most candidates provided excellent responses to this question, and there was evidence of candidates using the Insert for prompts when required. Occasionally candidates provided generic responses, for example metal detector, rather than an applied response e.g. checking the contents of passenger bags with a metal detector.
- (b) This question was answered well by most candidates. Many candidates identified valid characteristics of budget airlines. Occasionally candidates provided responses which were too vague, for example affordable tickets rather than cheap tickets.
- (c) Candidates demonstrated a good knowledge and understanding of negative environmental impacts and most candidates applied their response to the context of air travel. The most common responses focused on air pollution, noise pollution and the destruction of habitat. Most candidates successfully explained the impact well in the context of air travel.
- (d) There were some good responses to this question with candidates evidencing good knowledge and of the skills and these were mostly applied to the context of airport staff. Candidates provided analytical reasons for the importance of the skills given, some candidates went on to develop their responses into applied evaluation. Other candidates gave responses that simply described the skill within the context rather than focusing on evaluation of the importance of the skill in this context.
- (e) There were some good responses to this question. To be successful in this question candidates needed to focus on travel and sustainable travel options for tourists. Some candidates evidenced their understanding of alternative, more sustainable, transport options with the most common responses being changing to less polluting travel options and only traveling domestically to reduce environmental impacts. A few candidates went on to develop their responses into analysis and evaluation. Occasionally candidates provided responses that discussed sustainable tourism rather than sustainable transport options.

TRAVEL & TOURISM

Paper 0471/13 Key Terms and Concepts

Key messages

The paper was received well by the candidates; there were very few no responses evidencing that candidates had good knowledge and understanding of the variety of travel and tourism contexts used in the paper.

Centres are encouraged to develop candidates' evaluation skills, as evaluation was rarely seen in this series.

General comments

Customer service continues to be a subject that candidates are confident in.

Sustainability and applying different topics to different travel and tourism scenarios were common areas of weakness.

Comments on specific questions

Question 1

- (a) This question required candidates to recognise the given government objective from the Insert and use their knowledge and understanding to categorise these into the different types of government objectives. Some candidates responded successfully to this question. Other candidates quoted various sections of text from the Insert.
- (b)(i) There were many good responses to this question, many candidates were able to provide a definition of short haul that was clearly linked to the time frame of these flights. Other candidates linked their definition incorrectly to a short break and the number of days travelled.
- (b)(ii) Many candidates were able to provide a good definition of self-catering. Other candidates provided an unspecific response, repeating the term catering with no further descriptive detail.
- (c) Some candidates successfully provided two reasons why most visitors to Scotland are short haul visitors. These candidates used their understanding of short haul along with information in the Insert to provide reasons and then explain them. Other candidates were not accurate in their understanding of short haul providing responses related to reasons for short breaks.
- (d) This question required candidates to explain three ways destinations can benefit from having a longer peak season. Most candidates successfully identified three ways a destination can benefit, with the most common responses focused on positive economic impacts for example increased tourist spending and jobs. Some candidates expanded their responses into explanation and gained two marks per response, while others provided description of the benefit identified rather than explanation.
- (e) There were many successful responses to this question, with most candidates identifying a number of likely impacts of a destination introducing a tourist tax. Most candidates provided a positive and a negative impact which evidenced good analytical skills. However fewer candidates expanded their responses into evaluation.

Question 2

- (a) Many candidates were successful in this question, providing two correct types of water transport. Some candidates provided responses that were too vague for example cruise (a type of holiday) rather than cruise ship. Occasionally candidates provided a response that was too vague, for example a boat/ship rather than a ferry boat.
- (b) This question was answered well. Most candidates provided a successful response. However, a few candidates provided responses that were too vague for example, a transport provider, rather than a coach company or taxi company.
- (c) Most candidates described one sustainable transport development. The most common response was alternative powered vehicles such as electric/hybrid. Fewer candidates provided two responses and many of the second responses were repetitious. Candidates are encouraged to consider the variety of transport methods (road, rail, sea, air) when responding to questions such as these to help them access different options for their response.
- (d) This question was answered well by most candidates. Candidates provided some well explained negative environmental impacts of boat transport. To achieve two marks for each example the explanation provided needed to be specifically applied to the context of boat transport. Some candidates provided a good range of negative environmental impacts, however applied explanation of these was less common. Other candidates were repetitious in their responses.
- (e) There were many good and well-structured responses to this question, evidencing candidates had good knowledge and understanding of visitor attractions. The most common responses focused on the economic benefits of visitor attractions. There were a few other excellent responses that evidenced a wider understanding of the role of visitor attractions for example, education and preservation of culture. Many responses were analysed well; fewer were developed into evaluation.

Question 3

- (a) Many candidates provided three characteristics of domestic travel, evidencing good knowledge and understanding of this type of travel. Some candidates provided responses that were considered vague.
- (b) This question was answered well. Most candidates provided an accurate definition of VFR that included the words of the VFR acronym. Occasionally candidates used the words visiting friends and family which is incorrect. Occasionally candidates provided a description of VFR that did not include the required 'visiting friends and relatives' words.
- (c) Many candidates were successful with this question; candidates used the Insert well to aid their responses. Most candidates provided one correct response that was well explained, others were provided two responses that correctly identified reasons however the development of the response was descriptive rather than explanatory.
- (d) There were many excellent responses to this question. Candidates provided a good range of benefits to tourists of rail transport. Most responses were well explained, others lacked explanation or the explanation did not focus on the benefit to the tourist.
- (e) There were some good responses to this question, the most common responses focused on raised awareness of sustainable tourism from various forms of media. Many of these correct responses were analysed well, although evaluation was rarely evident. Other candidates incorrectly focused their responses on the reasons why sustainable tourism is needed, or the detail of what sustainable tourism is.

Question 4

- (a) This question was answered well. Candidates evidenced good knowledge and understanding of customer service and applied this understanding to the image in the Insert. Occasionally candidates provided responses that identified or described the facilities in the image rather than providing their link to/how they provide good customer service.

- (b) The majority of candidates provided two correct responses to this question, it was clear that candidates have good knowledge and understanding of different accommodation types. Occasionally candidates provided generic responses that did not identify an accommodation type, for example resort rather than resort villa.
- (c) Some candidates provided two reasons why recommending local providers is good sustainable practice. Some of these responses were well explained, others were described rather than explained. Other candidates weren't secure in their understanding of sustainable practices.
- (d) There were many good responses to this question. Many candidates confidently evaluated the reasons why the given services are considered good customer service. Occasionally candidates described the benefit to the customer rather than evaluated.
- (e) There were some good responses to this question. Candidates demonstrated good knowledge and understanding of training staff and its importance within travel and tourism. Some candidates developed their responses into relevant and linked analysis; fewer developed into evaluation.

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 of meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of Managing and Marketing Destinations. This includes familiarity with specific terminology used within the industry.

Many responses were generic and not always related to the question asked, with many including the same knowledge on multiple questions. Some candidates did not demonstrate understanding of some of the common vocational terms and concepts. There were several questions that were answered by taking information from the Insert and in some cases the information was not relevant to answer the question.

Question 1 was based on information about e-bike holidays. E-bike holidays have been increasing recently, the information details the benefits to both tourists and destinations of taking this type of holiday.

Question 2 was based on a new marketing campaign New Zealand is launching 'If you seek'. The campaign focussed on the natural and cultural richness of New Zealand.

Question 3 was based on information about Platinum Air an international airline company. It lists its marketing objectives for the coming year and the methods it plans to use.

Question 4 was based on information about Tropical Tours Samoa, a small family-run tour operator who won a travel and hospitality award for excellence in the travel and tourism industry. Information is provided about the type of company Tropical Tours Samoa is and the holidays it provides.

Comments on specific questions

Question 1

- (a) This question was not very well answered. Responses did not always link to the specific part of the syllabus or were very general responses. Quite a few candidates went for the elements of the marketing mix, others took their inspiration from the Insert. Common correct answers given were cost and timing.
- (b) There was a mixed response to this question with very few answers achieving full marks. Candidates who correctly answered this question gave the mark up in price/increased price which could lead to higher prices for the customer and the fact that retailers may lack knowledge in e-bike holidays. There were many vague responses that did not give an identifier. Many incorrect answers related to the retailer selling the bikes rather than the holidays.
- (c) A large number of candidates either misread or did not understand this question. Many candidates wrote about the places tourists may be able to see the special offers for example on social media

and leaflets, others gave the reasons why special offers were used by tour operators. The question asked for the way a special offer may be used as a marketing tool, i.e. as a way to attract more tourists. Candidates who correctly answered the question gave answers relating to offers/discounts, with an explanation that it would be more affordable.

- (d) This question had a mixed response. There were a large number of candidates who gave the advantages to the tourist rather than the destination which is what the question asked. Correct responses were generally about the how e-biking would be more sustainable and how it would interest responsible tourists. This was then analysed correctly by saying that no harmful emissions were produced. Very few candidates gave any other correct answers about the advantages to the destination such as, 'employment for locals in building and maintaining specialised infrastructure that would be needed', 'employment in local shops and accommodation providers' and 'interaction with locals and their culture in the remote villages that are reachable by e-bikes'. Very few responses achieved evaluation marks.

Question 2

- (a) This question was generally well answered with the majority of candidates giving one or two correct responses and many three. However, some responses gave three different tourist types rather than giving tourist types that the campaign is trying to attract. Examples such as business tourists, education and leisure tourists were often incorrectly given.
- (b) This question was not very well answered. Candidates often took sentences straight from the Insert which were not relevant or accepted. The correct identifier answers given included 'education' and the aim of tourists to engage with the Māori people. However, many of the correct identifiers did not have an explanation.
- (c) Candidates gave a mixed response to this question. Some wrote about how the products could have been made of better materials to make them sustainable and last longer which was not what the question was asking. A few candidates mistook this question to be about the product life cycle. There were also candidates who showed a good understanding but who missed out on full marks as they chose two types of pricing or two different ways to promote rather than one of each. Correct answers given were mainly regarding digital marketing and lower pricing and these were often well explained.
- (d) This question was not very well answered. Some candidates wrote about the campaign and others wrote about why tourism was bad or about overtourism but did not answer the question, how to minimise the negative sociocultural impacts of overtourism. A number of candidates gave 'knowledge' points about New Zealand having management plans in place, such as, different ways of minimising visitors and limiting tourist numbers. However, these points were rarely analysed or evaluated. There were also candidates who approached this from the perspective of tourists e.g. tourists should not drop litter, rather than from the more strategic 'New Zealand' perspective the question asked for.

Question 3

- (a) This question received a mixed response with a number of candidates not naming a pricing policy. There was a tendency to either be vague and write a single word like 'discount' or 'promotion'. Many responses gave any three pricing strategies rather than those that would be suitable for Platinum Air.
- (b) This question was not particularly well answered. There were some quite specific responses about price bundling with correct explanations relating to discount/cheaper pricing. However, many responses were not specific and went straight into the explanation without identifying what was being explained, resulting in quite a lot of vague responses. Understanding of what price bundling entailed was limited. Some responses did not explain why price bundling was suitable for Platinum Air. Incorrect answers included sentences taken straight from the Insert and group travellers.
- (c) This question had a mixed response, with some responses gaining no marks at all while others gained the full four marks. There were also similar issues to some of the other four-mark questions where responses did not include an identifier and went straight into the explanation. The most common correct answers were customer awareness, trust and positive reputation. Incorrect answers were quite varied, it gives them the opportunity to hit their marketing objectives, increased

revenue during peak seasons and to know the services customers want, which were not close to the importance of brand image.

- (d) There was a mixed response to this question. Many responses were awarded knowledge marks with age, gender and income being popular responses. A noticeable number of responses demonstrated no understanding of what the term demographics means. Candidates gave a range of incorrect answers such as, advertising strategies, SWOT and PESTLE analysis and different reasons for visiting.

Question 4

- (a) This question was generally well answered with many candidates gaining the full three marks. Some candidates wrote quite long and vague explanations which were not necessary for this question and were not given any marks. Common correct answers were surveys, face to face and online reviews. Incorrect responses consisted of listing three different types of market research, surveys, focus groups and questionnaires which could only gain one mark.
- (b) This question was not very well answered. Few responses demonstrated full understanding of the term marketing mix. Incorrect answers varied from strategies, making the business improve, attracting new markets and grabbing people's attention. Several candidates did give correct responses such as, adapting current activities and new ways to promote the place, but very few were explained.
- (c) Candidates gave mixed responses to this question. Common correct responses that were usually explained were promotion and information services. Many responses confused the role of national tourist organisations with the role of government organisations. Responses were often quite vague and did not hit the identifiers. Incorrect answers included funding, hiring local people, selling products, creating packages and making rules.
- (d) This question was quite well answered and the best answered (d) question on the paper. Many candidates identified at least two reasons why winning an award gave Samoa a good reputation, brand image, competitive advantage and more customers. However, the analysis was quite weak, mostly because the lines of arguments provided did not have a tight focus on the award. Candidates often made arguments that were one step removed from winning the award, e.g. if customers had a good experience, they would share it via reviews and social media.

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 of meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of Managing and Marketing Destinations. This includes familiarity with specific terminology used within the industry.

Some candidates did not demonstrate understanding of some of the common vocational terms and concepts. Many candidates did not answer the question that had been asked, instead responses were often not focussed on the question but rather a scattergun approach of writing everything known about the subject.

Question 1 was based on a press release for Yoga Holidays. Yoga Holidays have added Bali to its list of destinations and the press release contains all the information about what to expect when taking a yoga holiday in Bali

Question 2 was based on information about Dubrovnik, the ultimate Croatia MICE destination. It lists all the points that make Dubrovnik a good MICE destination.

Question 3 was based on an advertisement for Costa Rica Family Holidays. The advertisement lists the different activities that families can get involved in during their holiday. It also explains what is included in the eight-day holiday package with details of how to find additional information or book the holiday.

Question 4 was based on information about Sabah, North Borneo and the new marketing campaign it has launched to rebrand Sabah, 'Feel Sabah, North Borneo'. It includes details about where the campaign was launched and the aims of the campaign.

Comments on specific questions

Question 1

- (a) (i) This question was not answered very well. Few responses contained an accurate definition. Responses demonstrated some confusion about who the relations were between. A common incorrect response was 'relations with the public'.
- (ii) Answers to this question showed a lack of knowledge regarding public relations. Several partially correct responses were given, such as social media and sponsoring events. Incorrect answers most commonly given were internal and external and press release/conferences.
- (b) Many candidates showed good knowledge of the two market analysis tools SWOT and PESTLE and gave the meaning of the acronyms with some explanation as to why each was used. Incorrect responses often offered market research as a tool, giving primary/secondary and qualitative/quantitative.

- (c) Responses to this question showed confusion, and there appeared to be little understanding of what social enterprise development is. However, there was a fair proportion of candidates who demonstrated awareness of ideas such as job creation and purchasing goods from local shops. Many candidates went on to gain a further mark by adding the idea of improved living standards and the multiplier effect. A number of candidates gave answers that were too vague. Some incorrect responses suggested that the social enterprise residents might benefit from the Yoga fitness, giving funds to locals or advertising cultural benefits which tourism brings to the community.
- (d) The responses to this question varied. Some answers showed a misunderstanding of what a press release is or lost focus on the question, with answers about the benefits of the Yoga holiday itself rather than in relation to the promotion by the press release. Many candidates correctly identified the application points such as 'awareness' and 'brand reputation' which was then analysed by stating this leads to an increase in customer numbers. Few responses mentioned the cost aspect. Marks awarded for AO3 and AO4 were limited as responses gave limited analysis or little or no evaluation. Competitive advantage was often given in this and other (d) questions as a 'bolt on' idea without relevance implied or explained.

Question 2

- (a) This question was generally well answered with most candidates knowing the meaning of MICE. The most common incorrect responses often gave E as events rather than exhibitions.
- (b) Candidates generally answered this question successfully and many were awarded the second mark for the explanation in each part. The statements on airport/flights, hotels, conference venues, event professionals and attractions/islands were usually followed up with valid developed points. However, some responses were not focussed on the question and gave which factors should be considered when choosing a location.
- (c) Most candidates scored at least one mark for identification. Health and safety measures, price reductions and promotion were points most commonly referred to. Many of the developing statements did not relate to the context of MICE tourism after a pandemic. Typically, the development statement was quite generic e.g. 'would encourage more MICE tourists' and was repeated in both answers.
- (d) This was one of the most challenging questions on the paper. Most candidates focused on how reputation increases customer numbers or profit along with many generic answers e.g. 'increased awareness', 'brand image', and 'repeat customers'. Only a small proportion of candidates demonstrated clear understanding of reputation as a marketing asset. 'Word of mouth' was written by many candidates and there was some linkage of this to the idea that marketing was being done for the organisation and so costs being reduced or could be diverted to later campaigns. Media coverage was rarely referred to and competitive advantage was given but not explained correctly. Most correct responses lacked analysis or evaluation.

Question 3

- (a) Most candidates correctly identified suitable tourist types such as families, couples and adventure tourists. Incorrect responses included business tourists, groups and domestic tourists which would not be tourist types for Costa Rica family holidays.
- (b) This question was generally approached well with many candidates accessing both marks on at least one of the points. Pricing was a typical answer, however, sometimes both parts of the answer referred to the same idea e.g. pricing. Promotional methods such as social media were also commonly included. Some promotional methods that were suggested were unlikely in the context of Egress Travel i.e. festivals. Some answers referred to the introduction of new products rather than marketing. Some responses focused on food examples of being perishable items. There were also responses that were generic and wrote about marketing. Some responses confused promotional offers with promotional channels. Overall, the explanation quality varied.
- (c) Although some candidates answered this question as the benefit for the customer, most gained marks by identifying the advantages to Egress Travel and also often gained the second development point. Many candidates demonstrated awareness of advantages such as, advertising support and saving costs, time saving and having an established customer base. On occasions the

explanation was not linked to Egress Travel. Candidates described travel agents' role on modifying/producing the product and setting prices which was either incorrect or not an advantage to egress travel.

- (d) There was a mixed response to this question. Better responses identified relevant factors including seasonality, economic factors, accommodation type, cost of components and competition. Other responses were from the customers point of view about what the customer might be choosing in terms of the package, i.e. length of stay, number of people and what they want to do and relating that to the price stated in the Insert. This tended to skew the answer towards what the customer might be dissatisfied with and how they might wish to reduce the cost. The candidates who approached the question from the point of view of Egress Travel were more successful as they followed the correct factors and explained them.

Question 4

- (a) This question proved to be very challenging and was only correctly answered by a minority of candidates. Correct responses included logo, slogan and colour scheme. Most candidates listed source markets taken from the Insert 'China', 'Brunei' and 'Singapore' along with other variations. Overall, performance was weak on this question.
- (b) A considerable number of responses were unrelated to a situation analysis. The responses tended to be a repetition of the answer to **1(b)** or an answer which was about the importance of market research. Some candidates correctly referenced identifying internal and external influences, market trends or performance levels. Incorrect answers frequently mentioned increasing profits or finding customer needs without context. Understanding of situation analysis appeared to be very limited.
- (c) Responses often focused on customer attraction rather than strategic reasons for rebranding. Many responses lacked contextual relevance or explanation, missing the 'new competitor' aspect of the question. The better responses referenced market positioning, regaining market share or differentiating the brand. Many responses mentioned competitive edge or advantage without giving an explanation.
- (d) Responses to this question were mixed. This question, like **1(d)**, showed that some candidates knowledge of the terms in the question can be limited. In those case candidates wrote about social media and TV shows. Where the term was understood, most candidates referred to brand awareness and noted that other agencies were present at the show. There was a lot of reliance, however, on the Insert which suggests lack of secure understanding of what happens at a trade show. There was mention of potential customers being present and an advantage of being able to speak to them face to face. Many candidates provided overly general points regarding marketing without linking them to the trade show environments. Analysis was often insufficient, or not given.

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 of meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of Managing and Marketing Destinations. This includes familiarity with specific terminology used within the industry.

Many responses were generic and not always related to the question asked, with many including the same knowledge on multiple questions. Some candidates did not demonstrate understanding of some of the common vocational terms and concepts. There were several questions that were answered by taking information from the Insert and in some cases the information was not relevant to answer the question.

Question 1 was based on information about e-bike holidays. E-bike holidays have been increasing recently, the information details the benefits to both tourists and destinations of taking this type of holiday.

Question 2 was based on a new marketing campaign New Zealand is launching 'If you seek'. The campaign focussed on the natural and cultural richness of New Zealand.

Question 3 was based on information about Platinum Air an international airline company. It lists its marketing objectives for the coming year and the methods it plans to use.

Question 4 was based on information about Tropical Tours Samoa, a small family-run tour operator who won a travel and hospitality award for excellence in the travel and tourism industry. Information is provided about the type of company Tropical Tours Samoa is and the holidays it provides.

Comments on specific questions

Question 1

- (a) This question was not very well answered. Responses did not always link to the specific part of the syllabus or were very general responses. Quite a few candidates went for the elements of the marketing mix, others took their inspiration from the Insert. Common correct answers given were cost and timing.
- (b) There was a mixed response to this question with very few answers achieving full marks. Candidates who correctly answered this question gave the mark up in price/increased price which could lead to higher prices for the customer and the fact that retailers may lack knowledge in e-bike holidays. There were many vague responses that did not give an identifier. Many incorrect answers related to the retailer selling the bikes rather than the holidays.
- (c) A large number of candidates either misread or did not understand this question. Many candidates wrote about the places tourists may be able to see the special offers for example on social media

and leaflets, others gave the reasons why special offers were used by tour operators. The question asked for the way a special offer may be used as a marketing tool, i.e. as a way to attract more tourists. Candidates who correctly answered the question gave answers relating to offers/discounts, with an explanation that it would be more affordable.

- (d) This question had a mixed response. There were a large number of candidates who gave the advantages to the tourist rather than the destination which is what the question asked. Correct responses were generally about the how e-biking would be more sustainable and how it would interest responsible tourists. This was then analysed correctly by saying that no harmful emissions were produced. Very few candidates gave any other correct answers about the advantages to the destination such as, 'employment for locals in building and maintaining specialised infrastructure that would be needed', 'employment in local shops and accommodation providers' and 'interaction with locals and their culture in the remote villages that are reachable by e-bikes'. Very few responses achieved evaluation marks.

Question 2

- (a) This question was generally well answered with the majority of candidates giving one or two correct responses and many three. However, some responses gave three different tourist types rather than giving tourist types that the campaign is trying to attract. Examples such as business tourists, education and leisure tourists were often incorrectly given.
- (b) This question was not very well answered. Candidates often took sentences straight from the Insert which were not relevant or accepted. The correct identifier answers given included 'education' and the aim of tourists to engage with the Māori people. However, many of the correct identifiers did not have an explanation.
- (c) Candidates gave a mixed response to this question. Some wrote about how the products could have been made of better materials to make them sustainable and last longer which was not what the question was asking. A few candidates mistook this question to be about the product life cycle. There were also candidates who showed a good understanding but who missed out on full marks as they chose two types of pricing or two different ways to promote rather than one of each. Correct answers given were mainly regarding digital marketing and lower pricing and these were often well explained.
- (d) This question was not very well answered. Some candidates wrote about the campaign and others wrote about why tourism was bad or about overtourism but did not answer the question, how to minimise the negative sociocultural impacts of overtourism. A number of candidates gave 'knowledge' points about New Zealand having management plans in place, such as, different ways of minimising visitors and limiting tourist numbers. However, these points were rarely analysed or evaluated. There were also candidates who approached this from the perspective of tourists e.g. tourists should not drop litter, rather than from the more strategic 'New Zealand' perspective the question asked for.

Question 3

- (a) This question received a mixed response with a number of candidates not naming a pricing policy. There was a tendency to either be vague and write a single word like 'discount' or 'promotion'. Many responses gave any three pricing strategies rather than those that would be suitable for Platinum Air.
- (b) This question was not particularly well answered. There were some quite specific responses about price bundling with correct explanations relating to discount/cheaper pricing. However, many responses were not specific and went straight into the explanation without identifying what was being explained, resulting in quite a lot of vague responses. Understanding of what price bundling entailed was limited. Some responses did not explain why price bundling was suitable for Platinum Air. Incorrect answers included sentences taken straight from the Insert and group travellers.
- (c) This question had a mixed response, with some responses gaining no marks at all while others gained the full four marks. There were also similar issues to some of the other four-mark questions where responses did not include an identifier and went straight into the explanation. The most common correct answers were customer awareness, trust and positive reputation. Incorrect answers were quite varied, it gives them the opportunity to hit their marketing objectives, increased

revenue during peak seasons and to know the services customers want, which were not close to the importance of brand image.

- (d) There was a mixed response to this question. Many responses were awarded knowledge marks with age, gender and income being popular responses. A noticeable number of responses demonstrated no understanding of what the term demographics means. Candidates gave a range of incorrect answers such as, advertising strategies, SWOT and PESTLE analysis and different reasons for visiting.

Question 4

- (a) This question was generally well answered with many candidates gaining the full three marks. Some candidates wrote quite long and vague explanations which were not necessary for this question and were not given any marks. Common correct answers were surveys, face to face and online reviews. Incorrect responses consisted of listing three different types of market research, surveys, focus groups and questionnaires which could only gain one mark.
- (b) This question was not very well answered. Few responses demonstrated full understanding of the term marketing mix. Incorrect answers varied from strategies, making the business improve, attracting new markets and grabbing people's attention. Several candidates did give correct responses such as, adapting current activities and new ways to promote the place, but very few were explained.
- (c) Candidates gave mixed responses to this question. Common correct responses that were usually explained were promotion and information services. Many responses confused the role of national tourist organisations with the role of government organisations. Responses were often quite vague and did not hit the identifiers. Incorrect answers included funding, hiring local people, selling products, creating packages and making rules.
- (d) This question was quite well answered and the best answered (d) question on the paper. Many candidates identified at least two reasons why winning an award gave Samoa a good reputation, brand image, competitive advantage and more customers. However, the analysis was quite weak, mostly because the lines of arguments provided did not have a tight focus on the award. Candidates often made arguments that were one step removed from winning the award, e.g. if customers had a good experience, they would share it via reviews and social media.