

Principal examiner reports for teachers

Principal examiner reports for teachers summarise what candidates did well and what candidates needed to improve for this examination series only.

This report is to be used in conjunction with the question paper and mark scheme.

For guidance on teaching and learning we provide resources for many of our syllabuses.

Resource	Where to find it
Grade descriptions – Grade descriptions describe the level of performance typically demonstrated by candidates achieving the different grades awarded for a qualification.	School support hub Select: Subject > Resource finder > Syllabus and specimen materials
Schemes of work – Schemes of work are designed to support you in your teaching and lesson planning.	School support hub Select: Subject > Resource finder > Teaching and learning
Lesson planning – Guidance on how to plan a lesson.	Lesson planning
Resource plus – There may be additional resources such as teaching packs containing lesson plans, resources and worksheets and videos for aspects of your syllabus.	School support hub Select: Subject > Resource finder > Teaching and learning
Teaching tools	Teaching Tools
Exemplar candidate responses	School support hub Select: Subject > Resource finder > Teaching and learning
Learner guide – A guide for students to help them understand what the course involves.	School support hub Select: Subject > Resource finder > Teaching and learning
Community forums – Do you have a question or something to share? Our online forums are great way to keep up to date with your subject and the global Cambridge community.	Community forum on the school support hub
Access to scripts for this series.	Access to scripts service
Results analysis is available for some syllabuses.	Results analysis
Test maker is available for some subjects.	Test maker

Other services from Cambridge International Education

- [Digital mocks service](#)
- [Insight assessments](#)
- [Professional development](#)
 - [Focus on assessment](#)
 - [Online marking workshops](#)

TRAVEL & TOURISM

Paper 0471/12 Key Terms and Concepts

Key messages

What candidates did well

- Many candidates structured answers well and in accordance with the demands of the command word of the question.
- Many candidates were able to apply their response to the context of the question.

What candidates needed to improve

- To know and use the key words, terms and types contained within the syllabus.
- Careful reading of the question to ensure response are consistent with the requirements of the question.
- Improve evaluation skills, avoiding repeating points already made and ensuring the evaluation is relevant to the question.

Comments on specific questions

Question 1

(a) (i) Comprehensive responses

- Most candidates were able to recognise the flight as long haul.

Limited responses

- A few candidates incorrectly stated short haul.

(ii) Comprehensive responses

- Some candidates were able to define the term, using the key component of these flights 'operating to a timetable'.

Limited responses

- Some candidates repeated the term 'scheduled' from the question without providing further or alternative detail.
- Other candidates provided responses that were vague and did not differentiate a charter flight from a scheduled flight. For example, 'flights that depart at a specific time'.

(b) Comprehensive responses

- Many candidates were able to state two negative factors.

Limited responses

- Some candidates provided factors that were not explicitly negative and therefore vague.

(c) Comprehensive responses

- Consultation – many candidates provided good, explained responses that evidenced understanding.
- Standards and quality checking – most candidates linked standards and quality checking to providing consistent and reliable products to customers.

Limited responses

- Consultation – some candidates were not secure in their understanding of consultation.
- Consultation – some candidates explained the benefits to the National Tourism organisations (NTOs) rather than tourism organisations.

- Consultation and standards and quality checking – some candidates focused responses on the benefit to the tourist rather than tourism organisations.
- Standards and quality checking – a few candidates provided description rather than explanation of the point raised.

(d) Comprehensive responses

- Many candidates were able to provide three valid positive economic impacts that were developed into relevant explanation that was clearly applied to the context of the question.

Limited responses

- Some candidate's explanatory development was generic rather than applied to the context of hotels being Vietnamese owned.
- A few candidates provided positive economic impacts that were not relevant to the context of the question.

(e) Comprehensive responses

- Most of the successful responses were focused on various elements travel convenience and provided good analysis of the points raised.

Limited responses

- Some candidates provided responses that were descriptive rather than explanatory.
- Other candidates provided evaluation that was not clearly linked to the question.

Question 2

(a) Comprehensive responses

- Most candidates provided two types of visitor attractions.

Limited responses

- Some candidates responded with incorrect terminology.
- Other candidates provided examples rather than types.

(b) Comprehensive responses

- Many candidates responded with the personal skills listed in the syllabus.

Limited responses

- Some candidates provided examples of the skills rather than the personal skill, for example 'multilingual' rather than 'communication skill'.
- Some candidates responded with interpersonal skills.

(c) Comprehensive responses

- Most candidates provided excellent responses that evidenced good knowledge and understanding of the needs of families when visiting a zoo.

Limited responses

- Some candidates provided response that weren't relevant to the setting of a zoo.
- Other candidates developed their responses with examples or description rather than explanation.

(d) Comprehensive responses

- Many candidates provided valid reasons with good, linked evaluative development.

Limited responses

- Some candidates provided responses that were repetitive.
- Other candidates provided descriptive development after raising a valid analytical reason.

(e) Comprehensive responses

- Many candidates were able to provide valid reasons for the importance of customer service standards that were analysed well.

Limited responses

- A few candidates provided responses focused on the importance of customer service rather than customer service standards.

Question 3

(a) Comprehensive responses

- Most candidates were able to provide two types of destinations.

Limited responses

- Some candidates provided examples rather than types.

(b) Comprehensive responses

- Most candidates were able to provide two characteristics of travel and tourism.

Limited responses

- Some candidates provided incomplete responses, for example 'sustainable' rather than 'increasingly sustainable'.
- A few candidates provided types of tourism rather than characteristics.

(c) Comprehensive responses

- Candidates provided valid sociocultural impacts linked to the application of the question.
- Candidates provided an explanation clearly explaining how the sociocultural impact identified occurs because of employing and training local people.

Limited responses

- Some candidates provided positive economic impacts rather than positive sociocultural impacts.
- Other candidates provided explanatory development was generic and not applied to employing and training local people.

(d) Comprehensive responses

- Many candidates provided three valid reasons that were well explained.

Limited responses

- Some candidates provided responses focused on the 'need' or 'benefits of' sustainable tourism rather than reasons why sustainable tourism has grown.

(e) Comprehensive responses

- Some candidates provided responses focused on the benefits to tourism organisations.
- Some candidates provided good analysis of the benefits discussed.

Limited responses

- Some candidates were confused by the context of the question, providing responses that evaluated the benefits to Costa Rica as a destination rather than evaluating the benefits to tourism organisations.

Question 4

(a) Comprehensive responses

- Most candidates were able to state two examples of serviced accommodation.

Limited responses

- A few candidates responded with self-catering examples evidencing a need for more understanding.

(b) Comprehensive responses

- Most candidates were able to provide two reasons why people travel using the correct terminology and/or key words.

Limited responses

- Some candidates provided reasons that did not use the correct terminology. The most common response was 'visiting friends and family', rather than 'visiting friends and relatives'.

(c) Comprehensive responses

- Many candidates were able to provide two reasons that were well explained.

Limited responses

- Other candidates did not have full understanding of interrelationships resulting in them providing invalid responses.
- A few candidates mixed interrelationships with interdependencies and integration resulting in incorrect responses.

(d) Comprehensive responses

- Most candidates provided valid responses of the reason of the appeal of capsule hotels.
- Many of these responses were explained well.

Limited responses

- Some candidates provided description rather than analysis of the reasons identified.
- Other candidates provided generic reasons that were not clearly or exclusively applied to capsule hotels, therefore missing the required application.

(e) Comprehensive responses

- Many candidates provided responses that successfully identified and analysed the reasons for importance.

Limited responses

- Some candidates provided descriptive development rather than developing a chain of argument.
- Very few candidates attempted evaluation.

TRAVEL & TOURISM

Paper 0471/22 Managing and Marketing Destinations
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Key messages

What candidates did well

- Many candidates showed good understanding of the introduction stage of the product life cycle.
- Reasons for market research was done well.

What candidates needed to improve

- When a question asks for a customer type or target market for a particular activity, destination or resort, candidates need to be careful to choose types that would be suitable.

Comments on specific questions

Question 1

(a) Comprehensive responses

- This question was answered well by most candidates.

Limited responses

- Some candidates wrote wildlife or pollution rather than more specific answers such as air, noise and water pollution.
- Wildlife answers needed to be related to the sea, rather than just stating 'overcrowding'.

(b) Comprehensive responses

- Most candidates gave answers describing the benefits of electric boats which would not cause oil spills, as well as limiting tourist numbers on the tour so that less boats would be needed.

Limited responses

- Some candidates were too general in their answer, writing about limiting the numbers of tourists to Tonga rather than to the whale watching.
- There were also answers that suggested increasing prices to prevent people visiting, this would stop the tour company from getting an income which would not be a good solution.

(c) Comprehensive responses

- Candidates generally had a good understanding of the term marketing.

Limited responses

- Responses referred to customers' needs and wants which is market research not marketing.

(d) Comprehensive responses

- Candidates gave advertising as a promotion method, giving reference to where the advertising could take place such as specialist magazines or television.
- Some candidates correctly wrote about distribution channels, suggesting travel agents or online with valid reasoning.
- Responses about product described adding other water-based activities.
- Many responses about price described it as the main element, with examples of suitable policies such as penetration pricing or variable pricing.

Limited responses

- Candidates needed to relate the four P's (price, product, promotion and place) of marketing to examples related to whale watching and snorkelling.
- Some responses used the details in the insert to discuss the four P's; this did not answer the question of how the marketing mix might be adapted to enter the market.
- Other answers wrote about just one of the elements, for example price, where they listed different pricing strategies.
- Of the 4p's place was often omitted from the answer or included with implausible points. For example, the tour operator could adapt by moving to place which is not too far from the coast.
- Responses on the promotion element did not fit the case study such as promotion by word of mouth or by flyers.

Question 2

(a) Comprehensive responses

- This question was generally well answered.

Limited responses

- Some candidates gave a type of target market without considering the suitability for New Horizons, such as groups, cultural tourists and old people.
- There were also some candidates who had an unclear understanding of the key term target market, giving the different ways to carry out market research or the elements of a campaign such as timing.
- Candidates should have a clear understanding of "target market"—the specific group of customers a business aims to serve. Responses should focus on identifying and justifying an appropriate target market for the scenario, rather than discussing market research methods or campaign planning elements.

(b) Comprehensive responses

- Candidates generally answered this question well.

Limited responses

- Some candidates wrote about the other stages of the product life cycle.

(c) Comprehensive responses

- Most candidates correctly picked out a way of supporting social enterprise development such as homestay, local cuisine and a tour guide.

Limited responses

- Many responses related to culture rather than the enterprise.
- Some candidates duplicated their explanations, such as 'gained income' in both parts of the answer.

(d) Comprehensive responses

- Some candidates wrote about the seasonality application, explaining the raising and lowering of prices in high and low seasons and how this would bring profit, overcome seasonality issues and bring more even revenue all year round.
- The disadvantages of variable pricing were sometimes recognised as being a complicated system to implement and one that could annoy customers when prices rise.
- Many candidates also suggested that variable pricing also leads customers to perceive the products as low quality because the price is lower at various times and this affects reputation.

Limited responses

- Some candidates showed little understanding of the term variable pricing and wrote instead about discount pricing or just changing prices in general.
- Some responses incorrectly suggested different genders and religions.
- Some respondents suggested different prices for different ages without showing how this would work.

Question 3

(a) Comprehensive responses

- Most candidates were able to answer this question well.

Limited responses

- A number of candidates gave answers such as online data or sampling, these answers needed be more specific and relate to the question.

(b) Comprehensive responses

- Most candidates wrote about finding out customers wants and needs (sometimes expressed as preferences) and then explained by gaining customer satisfaction.
- Some responses wrote about checking the business's position in the market.

Limited responses

- Candidates needed to give further explanation that organisations could produce the products people wanted by including for example, to increase sales or gain customer satisfaction.
- Candidates who wrote about competitors needed to elaborate and provide an explanation.

(c) Comprehensive responses

- Some candidates suggested day care or kids club type services explaining that the parents could enjoy their adventure activities without worrying.

Limited responses

- Many candidates needed to elaborate further on suggested cheaper pricing offers such as discounts or variable pricing.
- Some responses suggested children's meal options or family accommodation and then needed to elaborate and explain further.
- Similarly, activities for young children was suggested without suitable development explanation for example, suggesting safety equipment for hiking or paddle boating or zoos or having rest stops for children along the adventure trail route.

(d) Comprehensive responses

- Very few candidates noted that different demographics wanted different products and their needs should be determined by research.

Limited responses

- Some candidates wrote about the factors affecting demand in general for example economic factors such as inflation and political factors such as wars and terrorism.
- There were many responses that framed their answers around just the benefits of sustainability to local communities rather than the issue of demand.
- A few candidates showed knowledge of some of the social factors affecting demand such as demographics, trends and sustainability in outline and then needed to address the part of the question about managing the factors.

Question 4

(a) Comprehensive response

- This question was generally well answered.

Limited responses

- Some candidates gave answers not taken from the insert.

(b) Comprehensive responses

- Many candidates were able to give at least one explained benefit typically answering that it makes the destination stand out and gain a competitive advantage.
- Other responses included improved brand image and increased customer awareness.

Limited responses

- A number of candidates confused market research with marketing campaigns.

(c) Comprehensive responses

- Most responses were able to identify that targeting makes advertising easier and meets customer needs.

Limited responses

- Some responses given were about it being easier to find out customer needs and being able to charge more, which did not answer the question.

(d) Comprehensive responses

- There were too few responses to provide meaningful comment.

Limited responses

- Many candidates noted that digital media reaches many people (not all mentioned global) the importance of this was not followed through.
- Responses stated digital media is cheaper than other media and then needed to show why or how the money saved could be used.
- Some candidates referred to sharing and viral content. The full benefit of digital promotion, including virtual tours and videos that encourage customer engagement more quickly than other methods, was not explored in their answers.
- Most responses focused on wider reach and cost as advantages. Further development was needed to include other benefits of digital media, such as the use of social media platforms for direct engagement, the potential for viral marketing, and the opportunity to tailor content to specific audiences.