

TRAVEL AND TOURISM

Paper 9395/01

Core Paper

General Comments

There was a significantly larger entry for the fourth examination session of the new Advanced Level qualification. The structure of the examination should now have become clear to Centres and all future questions will continue to be based around pieces of stimulus material, derived mainly from travel and tourism industry sources, which will have been selected solely on the basis of their ability to illustrate key aspects of the syllabus content.

It is important that candidates understand and appreciate the development of travel and tourism at a variety of scales. This means that they should be aware of developments within their immediate local area as well as within their country as a whole. Furthermore, an international perspective is also required. It should be remembered that candidates will obtain credit for providing specific details about facilities and locations that are appropriate to the demands of particular questions.

Destinations are places where tourism develops. Tourist destinations are themselves influenced by the prevailing social, cultural, environmental, economic and political conditions. It is fundamental to the concept of the tourist destination that tourism is generally not the sole economic activity or function within the area identified as a destination. The challenge facing those responsible for Destination Management is to try and ensure that tourism developments integrate with the other social and economic activities of the particular area so that future development will be sustainable. It is suggested that candidates become familiar with their local area before examining growth and development of tourism elsewhere.

The local area as a destination

Candidates should be able to identify and provide examples of the main Travel and Tourism component activities present in their local areas. They should also be aware that it is possible to place these into categories, such as:

- Entertainment
- Travel
- Transport
- Catering
- Accommodation
- Sport and leisure
- Other visitor attractions.

Thus, for any chosen destination, candidates should also be aware how it has changed through time (at least for the last 10 years or so) in terms of:

- new building developments
- numbers of visitors (day visits, overnight visits and overseas visitors)
- new events
- new attractions
- variety of locations within the destination and their use
- the agents of tourism development and the roles of the private, public and voluntary sectors.

Candidates should also be able to provide details of the following aspects of their chosen destination's appeal to visiting tourists:

- location (landscape features)
- climate
- natural environment
- accessibility (internal and external)
- accommodation
- attractions (natural and built)
- food, drink and entertainment
- culture (dress, arts and crafts, performance, language and religion).

Finally, candidates should then be able to analyse the above factors' relative importance within the destination. In this way it will be possible to evaluate the appeal of the destination to different types of visitor.

International context

The substantial growth of tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to over 700 million in 2002, corresponding to an average annual growth rate of 6.6 per cent. Europe and the Americas were the main tourist-receiving regions between 1950 and 2000. Both regions represented a joint market share of over 95 per cent in 1950, of 87 per cent forty years later and of 76 per cent in 2000. For example, according to the World Tourism Organisation, in 2001 the majority of international tourist arrivals corresponded to trips for the purpose of leisure, recreation and holidays (54%) reached a total of 367 million. Business travel accounted for some 19 per cent of the total. Another 24 per cent covered travel for other motives, such as visiting friends and relatives, for religious purposes/pilgrimages, for health treatment, etc., while for the remaining 4 per cent the purpose of visit has not been specified.

Candidates should be aware how these trends have had an effect within their own country. For example, they should know about the range of products, services and facilities made available by providers such as the following:

- a large hotel within the local area
- the local tourist information Centre or office
- a major transport terminal (such as an airport or port)
- a local travel agency
- a local visitor attraction and/or destination venue
- a local tour operator.

However, in terms of examination performance, there were far too many instances of candidates making very little effort to provide precise details about examples with which they were familiar. Centres should encourage candidates to reflect more on their own personal experiences to aid the process of exemplification. All candidates should be able to make reference to their own experiences of travel and tourism, where appropriate to the question. For example, they should think about the following:

- Where did they go on holiday?
- Was it in their own country or abroad?
- How did they travel?
- What type of accommodation did they stay in?
- What did they eat and drink and how was it served?
- What activities did they do on holiday?
- How was their holiday organised/booked?

From the answers to the above questions, individual candidates will have a range of examples and illustrations of the following aspects of the syllabus content:

- If the holiday was in the home country they were a *domestic tourist*, if abroad they were an *outgoing tourist*.
- The destination, if abroad may have been *long haul* or *short haul*; at home it may have been a *short break* or *VFR*.
- Different methods of *transportation* by *land*, *sea* and *air* may have made up part of the holiday.
- They may have travelled using *principals* owned by large *private sector* companies.

- The *accommodation* used may have been *serviced* or *self-catering*, such as a *four star hotel* or a *camp site*, and they may have had *half board* or an *all-inclusive* meal plan.
- Whilst on holiday they may have visited *natural* and *built tourist attractions* and used the services of a local *TIC* or *guide*.
- The holiday may have been booked through a *travel agency*, or *direct* with a *tour operator*.

There was again plenty of evidence of candidates ignoring the precise wording of individual questions and specific comment about this will be made in the sections that follow. Many candidates still appear to struggle with the actual requirements of particular questions. Centres are yet again strongly advised to make the following Key Word definitions part of the examination preparation sessions for this paper.

Key Word(s)	Meaning/expectation
Identify	Simply name, state or list.
Describe	State the characteristic features of something.
Explain	Make the meaning of something clear by providing appropriate valid details.
Outline	Set out the main characteristics describing essentials only
Discuss (including the ability to <i>analyse</i>)	Provide evidence or opinions about something arriving at a balanced conclusion. The candidate is being asked to consider an issue and is expected to present arguments and evidence to support particular points of view and to show where they stand in relation to topic. The candidate is expected to look at different interpretations or approaches to the issue.
Assess (including the ability to <i>evaluate</i>)	To judge from available evidence and arrive at a reasoned conclusion. The candidate is expected to present a number of factors or issues and weigh up or appraise their relative significance or importance.
Compare and contrast	Point out similarities and differences and discuss the variations identified.
Justify	Present a reasoned case to show that an idea or statement is true.

Candidates who are unable to respond in an appropriate way to these command verbs will always have difficulty in obtaining the higher marks for questions that are assessed by means of Levels of Response. There was some further evidence that candidates were making an effort to end their answers to the last part of each of the four questions with some form of conclusion. This is to be encouraged because a valid conclusion, based on the previous points made or considered, is clear evidence of evaluation taking place and will thus usually warrant a score in Level 3 (7-9 marks).

The vast majority of candidates were able to answer all four questions within the time available.

Comments on the individual Questions

Question 1

- (a) (i-iv) The vast majority of candidates were able to correctly interpret the stimulus material and identify the four items required – 263500, 11.9%, \$3.8 billion and 5.0%.
- (b) Most candidates were unable to set their ideas in an appropriate context for the USA and very few attempted to make reference to factors such as post-9/11 increased security being put in place and the falling value of the US Dollar making it more economical to visit. Similarly, more general valid points were also neglected including airline competition on transatlantic routes, new carriers/packages etc.
- (c) This was very poorly attempted and candidates were rather unsure as to what rejuvenation was likely to involve. Answers were usually vague, superficial and lacking in any attempt at exemplification. For example, Barbados achieved rejuvenation in the following ways:
- By the extensive upgrading of existing hotel facilities especially at the luxury end of the market generating more profits and an increased multiplier
 - By the increase of overall tourist capacity allowing diversification and the development of niche markets, especially golf tourism.

Other more obvious methods employed in various destinations include:

- New types of facilities to widen the economic base e.g. business tourism venues
- Comprehensive redevelopment and the replacement of old stock with new facilities
- Infrastructure improvements turning key tourism locations into 'growth poles'.

Candidates seemed blissfully unaware of such strategies and credit was extremely limited for most individuals.

- (d) Weaker candidates ignored the instruction to consider organisations that were similar in function to a 'specialised visitors bureau'. This should have been a familiar topic and candidates were free to write about the business and/or leisure tourism services provided by these agencies. TIC-like functions were valid, as were the methods used to promote the destination – from website to attending travel trade fairs, working in partnership with different sectors etc. However, credit was only awarded for an examination of the ways in which the functions of the organisation actually helped with the development of tourism. There were far too many vague answers and very few candidates were able to progress beyond low Level 2.

Question 2

- (a) The vast majority of candidates were able to correctly identify email, telephone and post as methods of contacting Travel China Guide.
- (b) Most candidates obtained some credit for their suggestions but very few individuals were able to clearly explain all three chosen uses of the customer comment feedback. Better answers made reference to uses such as monitoring complaints, service provision, customer profiles and creation of a database for future marketing.
- (c) Weaker candidates had difficulty in identifying advantages to the organisation but there were many full mark answers. The better answers clearly pointed out that the organisation would enjoy better communication between different departments, operational efficiency and a more contented workforce with loyal employees.
- (d) Many candidates were vague about the details of the training provided for their chosen job. Weaker candidates described the job role rather than providing details about the training needed in order to perform a particular job function. However, there were plenty of full mark answers and it was pleasing to see that such candidates had a clear understanding of workplace issues.
- (e) There were two main issues with answers to this question. Firstly, many candidates neglected to point out the needs of particular types of external customer. Secondly, they did not always clearly point out how the chosen organisation met these particular needs. Thus, few candidates were able to form an opinion as to which groups of customer were best served and so there were very few Level 3 responses. The syllabus is quite clear about customer types:
- individuals
 - groups
 - different age groups
 - different cultural groups
 - People with young children
 - tourists, whose knowledge of English is limited or non-existent
 - people with specific needs, e.g. wheelchair users, people with sensory disabilities.

Answers needed to focus on these groups as served by a named organisation.

Question 3

- (a) No major issues with this question and many candidates were able to score full marks by simply stating four quality features of such accommodation. It was interesting to see several references to Egyptian cotton sheets and a variety of branded toiletries.
- (b) The key issue for many candidates was their inability to explain the valid room services that were identified. Far too many individuals simply described what was involved rather than offering an explanatory comment as to why it was appropriate, from either the hotel or guest perspective.



- (c) (i–iii)** Most candidates were able to define the three types of accommodation and there were many full mark answers. However, weaker candidates neglected to identify the appropriate meals and several individuals were under the impression that a twin involved having two rooms.
- (d)** Easily the best known topic on the paper but far too many candidates saw this as an opportunity to simply list familiar negative impacts rather than attempting a discussion. Again, Level 3 was hard to reach because little attempt was made to point out the relative significance/importance of the selected impacts and the opportunity to consider people versus the environment was neglected. However, high Level 2 marks were very common and this topic is clearly understood by the majority of candidates.

Question 4

- (a)** The stimulus material was generally interpreted well and candidates usually scored quite well if they selected wisely. Weaker candidates tended to write vague statements without clearly identifying a precise cultural aspect whereas better candidates selected the opera, ballet, music and dance festivals and scored full marks.
- (b)** There were some very good answers to this question and most candidates had a clear understanding about what was involved. Mention was frequently made about the lucrative opportunities to increase earnings locally as well as earning valuable foreign exchange, how tourism and handicraft sectors work together to promote the cultural assets of the host destination and how tourism can support poverty alleviation.
- (c)** Many candidates struggled with this question. Most candidates made the mistake of ignoring the role of the Latvian Tourism Development Agency and thus many inappropriate suggestions were made as to how religious tourism might be promoted. More thoughtful candidates explained how valid methods of promotion such as advertising campaigns, showcasing at trade fairs, the creation of a specialised website and the development of festivals might be used. However, such ideas were in the minority and very few individuals made the point that Latvia's churches were in fact cultural assets that could be developed.
- (d)** There were some good answers to this and many candidates were able to offer a range of examples and illustrations. However, many individuals ignored the instruction to consider international visitor attractions and wrote about airlines, hotels and even whole destinations thus obtaining limited credit. Many candidates wrote in general terms about Disneyland but such accounts usually neglected to point out what technology was in use and how both visitors and staff were able to benefit as a result. There were some excellent accounts of Gold Reef City in South Africa which showed how admissions were monitored and other examples relating to the use of touch screens for food orders and CCTV for security.



TRAVEL AND TOURISM

Paper 9395/02

Planning and Managing a Tourism Event

Many Centres submitted portfolios for the November session on time and this very much helped with the smooth running of the moderation process.

Where a small number of Centres were scaled downwards this was generally applied because a Centre had marked too leniently across the bands and in some instances key evidence was missing.

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

It should be noted that it is not necessary for candidates to submit work in expensive bindings.

Some Centres omitted the clear documentation from their packs – MS1 should be completed both by the underlining of the correct marks and writing the corresponding number.

Some assessors fail to annotate candidate work. Centres should ensure that they clearly annotate where the candidate has progressed through the mark bands, this will aid with both marking and moderating.

A01 – Some candidates presented clear and logical plans with realistic itineraries and timescales. On occasions, there were large omissions from the plans along with poor organisational skills.

A02 – Candidates made a good attempt to show how they contributed to the event both in terms of planning and execution. It should be noted that the Moderator does not have the facility to watch DVDs and assessors should include witness statements for verification of tasks completed.

A03 – Some candidates failed to consider at least two feasibility studies. In some cases there was little evidence of risk assessments or contingency plans put forward and some candidates did not use a SWOT analysis to aid their reasoning.

A04 – Generally candidates evaluated their event well. There were occasions where candidates simply produced a running commentary of what they had done rather than actually evaluate and draw conclusions from the results of the customer feedback and offer suitable options/recommendations for improvements. It should be noted that all candidates should include at least one detailed witness statement from an independent observer or participant. This will provide evidence of customer service skills during event planning and implementation. This will help the candidate to further evaluate their performance.

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

It may be appropriate for some Centres to ask CIE for a trainer to visit to assist with planning, preparation and moderation issues.

TRAVEL AND TOURISM

Paper 9395/03

International Business and Leisure Travel Services

General comments

It was again pleasing to note the increase in number of entries for this module this session, with entries from a much wider range of international Centres. Performance of candidates was again spread across the ability range. The majority of candidates demonstrated satisfactory knowledge and understanding of this vocational area and most had been adequately prepared for the assessment in this area.

As on previous occasions, this question paper was divided into four sections, each worth 25 marks. Each sub-set of questions within the four main questions is based upon vocationally specific stimulus material. In **Question 1**, the stimulus came from promotional materials for a safari holiday, whilst **Question 2** focused on the business tourism market and the Indian Convention Promotion Bureau. **Question 3** drew on information concerning the cruise port of Aqaba and a cruise holiday advertisement, whilst **Question 4** provided information about an online travel agency.

There was some good evidence demonstrating how better performing candidates could apply their knowledge and understanding of the syllabus content to the contexts of the unseen stimulus materials. Better performing candidates were also able to use the higher order skills of analysis and evaluation within the responses they gave. The majority of candidates, who sat this examination, appeared to have sufficient time in which to answer all of the questions. It was also pleasing to note that the majority of candidates were able to use the space provided in the question paper for their answers, without needing to continue on additional pages.

Comments on specific questions

Question 1

The stimulus for this question focused around an advertisement to promote Porcini Camps and Gamewatchers Safari holidays in Kenya.

- (a) Candidates were asked to identify four components of the advertised safari package, for which the majority of candidates received maximum marks.
- (b)(i) This relatively straightforward question required candidates to describe the distribution channel chosen by the tour operator for the advertised package. Again, the majority of candidates had no difficulty in identifying that the distribution channel involved the Internet, and better performing candidates gained a second mark by describing this as a direct sales distribution channel.
- (ii) Candidates were required to explain the benefits to the customer of this distribution channel. Many candidates recognised these benefits as being:
- financial – cost saving with there being no intermediary;
 - convenient – 24/7 access from the comfort of your own home.
- (c) There were mixed responses to this question, which asked candidates to assess the appeal to customers of using the Porini Camps and Gamewatchers Safaris' organisation. Weaker candidates often repeated features of the safari, without picking up on the key words which denoted the unique appeal of this particular package; e.g. private charter, tailored activities, private plunge pools. Better performing candidates often did notice these clues as well as picking up on the awards that the organisation has won and the appeal of community involvement/responsible tourism elements to like-minded tourists.



- (d) This Level of Response question was attempted by the majority of candidates. Responses were varied, reflecting the ability levels of individual candidates. At the lower end, candidates identified the more obvious reasons why guiding services are a feature of the safari experience, whilst better performing candidates were able to offer analysis of the importance of guiding services in terms of meeting customers' expectations, maintaining competitive advantage etc.

Question 2

The series of questions within this sub-set were based around two pieces of stimulus material concerning the business tourism market – one about the International Congress and Convention Association (ICCA) and the other about the Indian Convention Promotion Bureau (ICPB).

- (a) Many candidates encountered some difficulty explaining reasons why European countries are often chosen to host international conventions. Candidates need to use their geographical knowledge to consider accessibility factors, numbers of hubs, gateways etc., when answering such questions. Better performing candidates made reference to European countries being MEDC's, and are thus better able to provide the infrastructure needed to support large-scale events such as an international convention.
- (b) The stimulus material offered specific details regarding the data provided by ICCA, to which better performing candidates were able to refer. Weaker candidates tended to copy the bullet points from the stimulus, without making any further reference to these details, thus limiting access to the marks available for this question.
- (c) This question related to the stimulus about the ICPB. The source provided five reasons for choosing India as a convention destination, all of which could have been used to answer this question. As in previous questions, weaker candidates relied heavily upon the source material, without offering any further explanation, whereas better performing candidates used the information and applied their understanding in order to explain the significance of these points.
- (d) This question proved to be the most challenging on the paper. Candidates were asked to evaluate the services provided by organisations such as ICPB in supporting the planning of an international convention. Disappointingly, the majority of candidates did not seem to understand the role that convention planners play in the business tourism market, therefore were clearly unable to evaluate the services these types of organisation provide.

Question 3

This question provided information about the seaport of Aqaba and an extract from a cruise itinerary to the Middle East as its stimulus.

- (a) (i) It was disappointing to note how few understood the term 'port of call'. The majority of candidates confused this with the generic term 'port' and made no reference to a cruise circuit at all.
- (ii) Very few candidates seemed familiar with the term 'Roll-on-Roll-Off' in relation to a ferry's services, which is again disappointing, given that the syllabus requires candidates to study at least one port. Few scored any marks for this question.
- (b) Again, given that the study of at least one port is called for throughout the syllabus, it was disappointing to note how poor the responses generally were to this question. Weaker candidates identified only the very obvious facilities that one would expect to find at a ferry port, whilst better performing candidates considered the secondary services that might also be offered. However, there was very limited evidence of the reasons why such services may be offered, as this question necessitated, in order to score maximum marks.
- (c) This question should have been relatively straightforward, but again seemed to cause some difficulty. The source material provided visual and verbal clues as to why this particular cruise itinerary might appeal. However, only the very best performing candidates seemed aware of the actual needs of a first-time cruiser. Many weaker responses talked of seasickness and the need for food and entertainment, rather than analysing the relative short duration of this cruise and the relatively low cost, as well as the fact that there are many ports of call to maximise the cultural experiences offered.



- (d) This Level of Response question tested candidates' understanding of security measures taken at seaports such as Aqaba. Again, it was disappointing to see so many responses making reference to safety measures such as lifeboats on board the vessels, rather than considering security measures taken on passengers prior to disembarkation. Here, there was limited evidence of candidate's transferring their knowledge and understanding of security measures from one context to another – if the question had been about airport security, the answers would undoubtedly have been very different.

Question 4

This question used a web page from an online travel agency as its source.

- (a) (i) It was surprising to see which functions candidates believed to be the main ones of a travel agency. The majority of candidates made reference to the retail aspect of a travel agent's role but very few recognised the role they played in providing principals with access to the market.
- (ii) The majority of candidates answered this question well and were able to correctly suggest four different customer types targeted specifically by this online travel agency.
- (b) Candidates generally scored well here, giving two relevant examples of ancillary services that an online travel agent may offer and how they may be used. Weaker candidates tended to repeat information about the main products and services here so lost out on the available marks.
- (c) This question was also answered well. Candidates are generally very familiar with the advantages and disadvantages of using a travel agency or the Internet to book a holiday and are able to offer explanation of these factors.
- (d) It was pleasing to note that a large number of candidates could show understanding of the role played by national trade associations such as ABTA. Many of the better performing candidates were able to analyse with specific reference to ABTA, citing many of its aims and objectives. At the lower end, weaker candidates understood the key objectives of consumer protection. However, many confused their role with that of the FCO, in providing travel advice to customers in times of civil unrest and epidemics.



TRAVEL AND TOURISM

Paper 9395/04
Specialised Tourism

General comments

This paper followed a similar format to that of the summer, with two case studies for candidates to read. **Question 1** covered two articles on the Galapagos Islands and **Question 2** was based on the historic town of Puerto Lumbreras in Spain and a motocross holiday company. Candidates were provided with an answer booklet for responses. There appeared to be no problems with timing issues for candidates as all answers were completed within the time allotted. There was a much larger entry with a wider spread of ability in evidence. Generally, the standard of entry was very pleasing; it was clear that many Centres had studied relevant case studies of eco, adventure and cultural tourism as candidates gave interesting and appropriate examples when requested. It should be noted that it is not necessary for candidates to repeat the question at the start of their answer as this will severely limit the space for the written response. Candidates should try and avoid repetition within answers, particularly those relating to the impacts of tourism. Centres should ensure that candidates equate the mark tariff to each question. It is not necessary for candidates to write several sentences where only one mark is given. Where a question uses 'explain' as a command word candidates would need to identify one element for their answer and then explain this, it is not acceptable to simply identify two elements to receive two marks. Weaker candidates were unable to access the higher marks for extended answers if they were unable to 'analyse' 'discuss' or 'evaluate' where asked. It would help candidates if Centres explained the difference between such command words and encouraged candidates to make clear and concise judgements or conclusions.

Comments on specific questions

Section A

Question 1

- (a) Very well answered, most candidates were able to identify two other threats to the Galapagos Islands.
- (b) Reasonably well answered, candidates were able to gain four marks if they could explain how properly managed nature travel might help preserve the Galapagos Islands. Most common responses included guiding, education, etc. to help prevent further damage to the Islands.
- (c) Reasonably well answered. Some candidates were unable to explain clearly the methods that might be used in the Islands to prevent negative environmental impacts. However, there were some excellent suggestions for the use of sustainable tourism principals.
- (d) Some very good examples were given for this answer. Candidates were asked to describe the ways in which tourism contributes to social-cultural change on the Islands. However, not all were able to evaluate the ways. This is a pity as it was obvious that social-cultural tourism had been taught and candidates were able to apply their knowledge. Skills in assessing/evaluation need to be addressed to gain the higher order marks.

Question 2

- (a) Very well answered, most candidates gained the full three marks here.
- (b) Reasonably well answered. Candidates were asked to explain three conflicts which may occur between motocross and other types of tourism. The weaker candidates were able to suggest conflicts but did not relate them to other tourism users/types such as eco-tourism, cultural tourism, medical tourism, religious tourism, etc.

- (c) Very well answered, most candidates gave two negative environmental impacts here. However, there were 6 marks to be gained here and therefore the explanation needed to be in-depth.
- (d) A question that clearly differentiated. Some higher level candidates were able to describe cultural and adventure tourism in relation to the greater positive impact – that of either economic or environmental. However, weaker candidates were unable to assess. In order to gain the higher marks, candidates needed to look at both positive economic and positive environmental effects, and weigh up which would be of greatest benefit and clearly say why. Obviously, there are links to the growth in tourism to both aspects of these impacts, and the higher ability candidates were able to show that with economic success an area may also benefit environmentally with the correct policies in place.