

# TRAVEL & TOURISM

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<p><b>Paper 0471/11</b> <b>Paper 1 Core Paper</b></p>
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## **Key messages**

Candidates are encouraged to be more succinct in their responses for longer answer **(e)** questions, avoiding long descriptions and examples.

Candidates should develop their skills of analysis and evaluation.

Candidates need to practice applying their knowledge and understanding to different contexts of travel and tourism.

## **General comments**

Overall, the paper was answered well and candidates responded to the Insert well. There were many responses that were well applied to the context of the question. There was some evidence of analysis and evaluation, however these are skills that candidates often need to develop further.

## **Comments on specific questions**

### **Question 1**

- (a)** Most candidates answered this question well. Candidates showed good knowledge and understanding of factors likely to affect demand for tourism.
- (b)** This question required candidates to use their knowledge of why governments and countries focus on tourism and what can be gained from tourism within the country, alongside understanding that these benefits are of different types (economic, environmental, social cultural or political). Most candidates gave many good responses to this question and applied examples were expected, for example 'increase in employment' was awarded as an economic objective. However, many candidates provided objectives that were repetitive of the type, rather than providing different types. For example 'increase in employment' and 'increase revenue from tourism' are both economic objectives and could only be awarded once.
- (c)** Many candidates successfully explained one way destinations are affected by the given negative economic impacts. Candidates were more familiar with the effects of import leakage and inflation than over dependence. Some candidates provided good explanations that evidenced excellent knowledge and understanding. Other candidates developed their responses with description rather than explanation.
- (d)** This question required candidates to use their knowledge of negative environmental impacts applied to the context of natural attractions. Most candidates showed knowledge and understanding of the given negative environmental impacts. A few candidates provided explanation in the context of ways natural attractions could minimise the impact. Other candidates did not apply their knowledge and understanding and provided ways that were not applied to natural attractions.
- (e)** Many candidates had a good understanding of the multiplier effect and identified the importance of it on destinations. There were a few examples of analysis where candidates had considered how the multiplier effects impacts on the destination. However, there was limited evidence of evaluation for this question. In some responses candidates gave long explanation or examples which took up most of the answer space and provided no analysis or creditworthy development to the answer.

Candidates are encouraged to be succinct in their writing style and avoid providing long examples, description or explanation.

### Question 2

- (a) This question was answered well, in most cases candidates were awarded the full three marks.
- (b) The question was answered well by most candidates. Candidates evidenced good knowledge and understanding of different types of specialist tourism. A few candidates gave types of tourism, for example leisure or VFR, rather than types of specialist tourism.
- (c) This question was answered well by most candidates. Candidates generally evidenced good knowledge and understanding of reasons why staff are trained in handling complaints. Some candidates described the actions staff should take when handling complaints rather than reasons why they are trained in handling complaints. Most responses were developed into good explanation. Most candidates focused on the benefits to the tourism organisation, for example customer satisfaction and preventing further escalation of the complaint.
- (d) This question required candidates to show knowledge and understanding of seasonality and the impact on the price of package holidays. Most candidates understood in off peak season package holiday prices are reduced, to stimulate demand and vice versa. Some candidates did not provide the link to the season (off peak or peak) making their responses vague. For example 'prices are higher in season' rather than 'prices are higher in peak season...'. Candidates are encouraged to review their answer to ensure all elements of the question have been responded to.
- (e) There were some good responses to this question. Candidates understood the importance of customer service in travel and tourism and analysed well how they benefit organisations. Some candidates gave responses that did not answer the question, describing what customer service is rather than focusing on the importance of it. There was limited evidence of evaluation.

### Question 3

- (a) Some candidates provided the ways tourists can be classified, as listed in the specification. Other candidates provided applied versions of these, which were also accepted. A few candidates did not provide any creditworthy responses to this question.
- (b) A few candidates correctly described two ways tourism can cause the demonstration effect. Other candidates provided a description of what the demonstration effect is, which was not answering the question.
- (c) Candidates evidenced good understanding of the appeal of cultural performances and some responses were developed into good explanation. Occasionally candidates did not develop their responses into explanation.
- (d) This question was answered well. Most candidates explained ways that hotels can minimise their social and cultural impacts. Most responses were developed into good explanation that was clearly applied to the context of hotels. Occasionally candidates provided impacts that were not social cultural, for example environmental impacts.
- (e) Candidates evidenced good knowledge and understanding of sustainability and some candidates developed their responses into good analysis. However, evidence of evaluation was limited.

### Question 4

- (a) This question was answered well. Candidates used the source material well and identified three transport services shown in Fig. 4.1.
- (b) This question was also answered well. Most candidates identified four ways tourists can get information about attractions when at a destination. Occasionally responses were generic or not applied to 'when at a destination' for example 'from a travel agent when booking a package holiday'.

- (c) This question was answered well. Most candidates identified three reasons why tourists might choose a package holiday instead of an independent holiday. Many answers were developed into good explanation. Some candidates provided answers that were not specific to package holidays and therefore considered too vague.
- (d) This question was answered well, most candidates provided three benefits to tourists of hiring a car when at a destination. There was evidence of good knowledge, understanding and explanation of the benefits of hiring a car. The most common answers were based on the ideas of flexibility and independence. Some candidates provided explanations that were not focused on the benefit to tourists.
- (e) Many candidates gave good responses to this question that made the link between tact and diplomacy and customer service. Many of the answers were descriptive rather than analytical, which limited marks.

# TRAVEL & TOURISM

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**Paper 0471/12**  
**Paper 1 Core Paper**

## **Key messages**

Candidates are encouraged to be more succinct in their responses for longer answer **(e)** questions, avoiding long descriptions and examples.

Candidates should develop their skills of analysis and evaluation.

Candidates are encouraged to ensure that their responses are focused on the application of the question to ensure they provide a correct answer. One technique for focusing on the application of the questions is to underline or highlight the application part of the question before providing a response.

## **General comments**

Overall, the paper was answered well and candidates used the information in the Insert to inform their answers. Candidates showed good knowledge and understanding of the travel and tourism industry; however this was not always applied correctly.

## **Comments on specific questions**

### **Question 1**

- (a)** This question was answered well. Most candidates used the Insert material successfully, along with their geographical knowledge to achieve the full three marks.
- (b)** This question was also answered well. Most candidates successfully identified four types of water-based transport. Some candidates gave repetitive answers that lacked enough detail to separate the answers. For example, boat and ship. Other candidates were not specific and gave generic terms for example cruise rather than cruise ship. Candidates should note that cruise is the activity/holiday not the type of transport.
- (c)** Many candidates answered this question well, successfully identifying three negative environmental impacts of large cruise ships sailing into the inland waterways in Venice. Most candidates developed those answers into applied explanation that was clearly linked to cruise ships and/or Venice. Other candidates gave explanation that was out of context (Venice and Cruise ships) for example, damage to coral.
- (d)** Some candidates offered well thought out answers on how destinations can manage over tourism, these answers were well explained and in context. Many other responses related to overcrowding rather than overtourism and were therefore incorrect.
- (e)** Some candidates provided good responses to this question that identified reasons why destinations are experiencing overtourism. The most common answers were focused on increased disposable income and successful marketing of the destinations using social media. Few candidates developed their answers into analysis and or evaluation.

## Question 2

- (a) Most were candidates successful with this question, identifying three examples of good personal presentation as shown in Fig. 2.1 of the insert. Some candidates provided responses that were not visible in Fig 2.1 and other candidates provided examples of good customer service or body language rather than personal presentation.
- (b) Nearly all candidates explained two applications of technology used to improve the check-in process for tourists. Candidates could provide responses applied to any check-in process within travel and tourism, for example hotels or airport/seaport etc. Most candidates provided answers about check-in at airports and nearly all of these answers were well explained.
- (c) Many candidates successfully explained three security checks for outbound passengers at airports. Some candidates identified security checks that were not applied to outbound passengers for example, visa checks for right to entry into a country. Other candidates provided responses that were too vague to be awarded marks as they did not clearly identify the security check, for example a baggage check rather than baggage scan or baggage search.
- (d) This question was answered well, candidates demonstrated a good understanding of how to handle customer complaints and described three procedures that staff should follow. In a few cases candidates provided responses that were repetitive, limiting their overall marks.
- (e) Many candidates identified reasons why air transport is important to the travel and tourism industry, most common answers were focused on how quick this method of transport can be. Most candidates did not develop their identifications into analysis or evaluation.

## Question 3

- (a) Some candidates were successful for all three parts of this question. Other candidates responded correctly to just one or two parts of the question. The part of the question that was commonly answered incorrectly was a type of extreme weather experienced in India.
- (b) Most candidates successfully stated two characteristics of leisure tourism and business tourism. Some responses given could not be considered a characteristic. Generally the characteristics of leisure tourism were better answered than characteristics of business tourism.
- (c) Few candidates explained three ways that destinations can manage negative social cultural impacts. Some candidates successfully identified ways and developed their responses into applied explanation. Other candidates explained or described negative social cultural impacts rather than the ways destinations can manage them.
- (d) Most candidates demonstrated understanding of VFR tourism and some candidates went on to explain reasons for the appeal of VFR. Many candidates provided repetitive answers for example visiting relatives for a birthday, visiting relatives for a wedding, visiting their relatives for a funeral.
- (e) Some candidates successfully assessed the benefits of domestic tourism to destinations and developed their answers into analysis. The most common focus for successful responses were a reduction in social cultural conflicts or economic benefits to the destination. Other candidates provided responses that were not clearly applied to domestic tourism and therefore considered vague. Very few candidates developed their answers into evaluation.

## Question 4

- (a) Most candidates stated three land-based adventure tourism activities. Some candidates identified tourism activities that were water-based and therefore not creditworthy.
- (b) This question was answered well, candidates showed good understanding of ways that boat tours can keep their guests safe. The most common responses were focused on providing a life jacket or having handrails on the boat. Some candidates provided lifeguards as an answer; however it is not common practise for boat tours to provide lifeguards so therefore this response was not accepted.
- (c) Some candidates answered this question well and identified a feature of seasonality and linked this to how it affects boat tour operators. For these candidates the explanation was applied well and

their responses evidenced good knowledge and understanding of seasonality and the affects of seasonality on the boat tour providers. Other candidates provided impacts that could be part of seasonality, but the link to seasonality was not clear enough. For example 'bad weather' was considered too vague because bad weather can occur in all seasons, the candidate needed to identify seasonality within their identification. For example 'rainy season' or 'rainy weather in off peak season' rather than just rain or bad weather. Candidates need to apply their knowledge to a variety of different scenarios and travel and tourism organisations.

- (d) Some candidates identified three reasons for the appeal of boat tours to tourists visiting island destinations and some candidates developed this into applied explanation. However, some responses incorrectly focussed on the appeal of visiting island destinations rather than going on a boat tour whilst visiting an island destination.
- (e) Candidates showed good understanding of tourist information centres and most candidates successfully identified the roles of tourist information centres. The most common answer was to provide tourists visiting the area with information. Few candidates developed their answer into analysis or evaluation.

# TRAVEL & TOURISM

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**Paper 0471/13**  
**Paper 1 Core Paper**

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## **General comments**

Overall, the paper was answered well and candidates responded to the Insert well. There were many responses that were well applied to the context of the question. There was some evidence of analysis and evaluation, however these are skills that candidates often need to develop further.

## **Comments on specific questions**

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- (e)** Many candidates had a good understanding of the multiplier effect and identified the importance of it on destinations. There were a few examples of analysis where candidates had considered how the multiplier effects impacts on the destination. However, there was limited evidence of evaluation for this question. In some responses candidates gave long explanation or examples which took up most of the answer space and provided no analysis or creditworthy development to the answer.



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- (b) The question was answered well by most candidates. Candidates evidenced good knowledge and understanding of different types of specialist tourism. A few candidates gave types of tourism, for example leisure or VFR, rather than types of specialist tourism.
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- (a) Some candidates provided the ways tourists can be classified, as listed in the specification. Other candidates provided applied versions of these, which were also accepted. A few candidates did not provide any creditworthy responses to this question.
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### Question 4

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- (b) This question was also answered well. Most candidates identified four ways tourists can get information about attractions when at a destination. Occasionally responses were generic or not applied to 'when at a destination' for example 'from a travel agent when booking a package holiday'.



- (c) This question was answered well. Most candidates identified three reasons why tourists might choose a package holiday instead of an independent holiday. Many answers were developed into good explanation. Some candidates provided answers that were not specific to package holidays and therefore considered too vague.
- (d) This question was answered well, most candidates provided three benefits to tourists of hiring a car when at a destination. There was evidence of good knowledge, understanding and explanation of the benefits of hiring a car. The most common answers were based on the ideas of flexibility and independence. Some candidates provided explanations that were not focused on the benefit to tourists.
- (e) Many candidates gave good responses to this question that made the link between tact and diplomacy and customer service. Many of the answers were descriptive rather than analytical, which limited marks.

# TRAVEL & TOURISM

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<p><b>Paper 0471/21</b> <b>Alternative to Coursework</b></p>
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## **Key messages**

- The externally set examination has four subsets of questions, each based on 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 marketing and promotion covered in Unit 5 from the syllabus. This includes familiarity with specific terminology used within the industry.

Candidates were often able to identify a point, but the development of the point was an issue. Marks were lost on this paper because candidates did not know the definitions of common terms which led to them being unable to answer the question.

In questions where a number of ways/reasons/examples are required, candidates should make sure to give distinct answers and not give repetitive answers. Candidates often need to develop their answers, for example in explain questions, a candidate should note that each point is worth two marks and so they need to identify a reason/way/impact and then expand on their response providing some development.

Candidates should pay careful attention to the question wording and make sure their response is answering the question.

Examples given in responses about marketing and promotion are often helpful and credit worthy, but they must be in a travel and tourism context, and not in the context of other well-known brands.

## **Comments on specific questions**

### **Question 1**

- (a) Most candidates answered this question correctly. The most common error was to place statement 12, 'the hotel industry receives government incentives' in the Economic section instead of the Political section. There were also a number of candidates who put several statements in each box, where this was the case only the first statement in each box was marked.
- (b) This question was not answered well. There were many answers based on a SWOT analysis instead of PEST. Many answers which did relate to PEST analysis did not explain the benefit of doing a PEST analysis.
- (c) This question looked at two social factors identified by the PEST analysis, employment and overcrowding. Candidates had to explain the impact of seasonality on each of these factors.

Employment – candidates had some understanding of the implications of seasonality on employment. Some responses explained this in terms of additional foreign workers being employed.

Overcrowding – responses here were not always linked to seasonality. Those that did most typically mentioned the issues of noise, litter and congestion as a result of peak tourism.

- (d) This question was about the use of the marketing mix to increase customer numbers on low-cost airlines. Candidates often correctly identified the 4P's, (Place, Product, Promotion and Price) but did not always explain the ways in which each of the P's could be used to increase customer numbers. For example, many responses suggested 'lower prices' rather than a specific pricing policy and the link with attracting customers was not explicit. Place was rarely referenced. The context of low-cost airlines was sometimes not mentioned.

## Question 2

- (a) (i) This question was generally well answered, market segmentation was successfully defined in terms of type, characteristics, categories and links to target markets.
- (ii) This question showed a mixture of answers, some candidates did well by correctly identifying market segments likely to be targeted by Visit Norway. Some responses suggested Geographic, Psychographic and Demographic or some special interest examples such as cave tourism.
- (b) Candidates were required to explain marketing functions of national tourist offices, however, candidates tended to answer this with reference to the general function of national tourist offices and gave the role of TIC's, for example, suggested that NTO's help with accommodation. The best answers identified promotion as a function or attending trade fairs, but there was little explanation of these functions, limiting the development of the answer.
- (c) This question asked for the suitability of videos and sales promotion as methods of promotion for the Nordland Railway.

Video – the best answers typically explained that videos offer a visual experience to feel, see and hear what a ride on the railway is like. Answers did not often extend beyond this to the wider use of videos and there was often direct quoting from the insert which did not gain any marks.

Sale promotion – many candidates misinterpreted this term to be promotion. Answers were quite generalised which limited success.

- (d) This question asked for suitable pricing policies for encouraging new visitors to Norway. Most candidates identified several suitable pricing policies and offered some relevant detail on each. Sometimes, candidates listed three or four policies but gave only a generalised comment on each for example that discount and promotional pricing was 'cheaper'. Price bundling was also confused with a typical package.

## Question 3

- (a) This question was generally well answered. Typically, candidates named discount and variable pricing. Discount pricing was sometimes just explained as 'cheaper', variable was nearly always linked to activities which were mentioned in the source material.
- (b) In this question the candidate had to explain the reasons why promoting products can lead to an increase in customer interest. This question was not very well answered, many responses repeated ideas such as 'awareness' and 'attract' without developing each reasons.
- (c) This question was answered well by the majority of candidates. Most candidates identified and developed points for both advantages and disadvantages of the use of the internet. For advantages, typically, candidates noted that the internet reaches worldwide and that it is available 24/7 and is cheaper than other forms of promotion. For disadvantages, typically, candidates noted that some potential customers cannot access the internet, fear scams and that some customers block advertisements or ignore them, so the promotion is wasted.
- (d) This question asked for candidates to discuss how developing a range of products would increase appeal across different market segments. Responses were often very specific in terms of examples of products and services linked to a variety of market segments, instead of discussing generally how developing a range of products would appeal across different segments.

#### Question 4

- (a) This question was not well answered as many candidates selected specific aspects of the products of the resort such as the kids club and babysitting services.
- (b) This question asked for the benefits of using travel agents to book a holiday. The majority of candidates offered a range of reasons why there are benefits of using travel agents. Most common answers were, convenience, booking of ancillary services, cheaper and expert advice.
- (c) This question asked for the benefits to the customer of market segmentation. Many candidates made the point that segmentation would result in the customer getting the product that matches their need. Often responses were limited to this one benefit or not developed further.
- (d) This question, which asked for factors that the Acindina Resort must consider when producing effective promotional material, was not answered well. Some candidates identified the factors correctly, however, there was some confusion with the stages of a campaign. If the factors were correctly identified, they needed to be explained in relation to effectiveness. Many candidates identified 'timing' for example but did not explain why being too early or too late would make the material less effective.

# TRAVEL & TOURISM

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**Paper 0471/22**

**Paper 22 Alternative to Coursework**

## **Key messages**

- The externally set examination has four subsets of questions, each based on 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 marketing and promotion covered in Unit 5 from the syllabus. This includes familiarity with specific terminology used within the industry.

Candidates should pay careful attention to the question wording and make sure their response is answering the question. Responses are often required to be in context and this is clear from the question. Where questions ask for benefits to or impacts on the customer, they should make sure their answer focuses specifically on the customer and not the tourism organisation.

In questions where a number of ways/reasons/examples are required, candidates should make sure to give distinct answers and not give repetitive answers.

Examples given in responses about marketing and promotion are often helpful and credit worthy, but they must be in a travel and tourism context, and not in the context of other well-known brands.

## **Comments on specific questions**

### **Question 1**

- (a) (i) Nearly all candidates offered a correct definition of 'single traveller' as someone who travels alone.
- (ii) Most candidates answered this question accurately and gave valid examples of types of travel and tourism customers. Common inaccurate answers included independent traveller, DINKY and tourists with specific needs.
- (b) This question required candidates to explain three ways that 'Solo Travellers' meet the needs of single travellers. Many candidates identified three different ways that their needs were met e.g. no single supplement, room choices, welcome meeting and local expert tour guide. However, there were few candidates who offered valid development of their points. The welcome meeting for example needed to be explained to show that it had particular benefit for the single traveller. Also for the tour guide, candidates generally referred to guiding services rather than the fact that lone travellers could get lost. There were some explanations which could be true for the needs of any tourist such as getting directions in the local area and were therefore not in the correct context.
- (c) Candidates were expected to explain the benefits to customers of Solo Travellers including links on their website. Several candidates misunderstood this question and explanations were based on the advantages of Solo Travellers website rather than their provision of connections to attractions through links. Many candidates misinterpreted the question as applying to the attractions of Solo

Travellers. Where candidates interpreted the question correctly, answers commented on discovering information about attractions in the area beyond Solo Travellers through the links.

- (d) For this question candidates had to evaluate the disadvantages to customers of travel and tourism providers selling their products online. The majority of candidates identified points such as, no internet access, fear of scams, little knowledge of using computers and little help from the provider. Few responses then went on to justify why these factors really are disadvantages. Many candidates gave examples which were not travel and tourism related such as problems occurring if customers were to purchase clothing or other merchandise which did not arrive in the post. A number of candidates answered wholly or partially about the disadvantages to the provider.

## Question 2

- (a) (i) This question was not very well answered. Seasonality was defined often in terms of seasons or holidays. Many candidates saw the question as referring to a change in the climate or season.
- (ii) Many candidates answered favourably to this question although some candidates pulled answers from the source material that were not ways to encourage walking holidays e.g. the number of Munros or accommodation.
- (b) This question required candidates to explain the ways that brand image is used to market specialist tourism. It was generally not very well answered as candidates often did not focus first on the way that brand image is used. More commonly, responses described brand image and the importance of it e.g. 'brings awareness' without reference to a suitable way. Where the answer was correctly approached the most common ways identified was slogan/name/logo. USP was occasionally identified.
- (c) Candidates had to explain the suitability of two named pricing policies for specialist tour operators. Some candidates confused the two policies.

PRESTIGE PRICING – many candidates correctly explained that high prices are associated with quality. Few candidates further developed or linked their explanation to the suitability for specialist tour operators.

MARKET SKIMMING – some candidates correctly explained that this is a policy which is used when the product is relatively new to the market, there is low competition and has high prices. Sometimes the same features given for prestige pricing were repeated i.e. high price/high quality, also some candidates added that it consisted of a low price.

- (d) This question focussed on the benefits of using magazines as a method of promotion for specialist tourism. Many candidates referred to the attractiveness of a magazine and some candidates indicated that magazines are often glossy, high-end publications which match the exclusive brand of the specialist market. The benefits of magazines were typically given as being tangible and durable, ease of distribution and accessibility. A few candidates related specialist tourism to specialist magazines. Some candidates referred to the 'grey market' and the ineffectiveness of magazines for the youth market as they do not read magazines, therefore candidates were focusing on the negatives of magazines, rather than the positives as the question required. Responses did not often develop into analysis or evaluation. Responses should have focussed on the things that make magazines different from other methods of promotion, instead of making lots of general points about pictures and information.

## Question 3

- (a) (i) Many candidates successfully identified two features of Dubai.
- (ii) This question was generally well answered with many candidates receiving full marks. Some responses were vague, such as scenery and activities, responses needed to be more specific to be creditworthy.
- (b) This question was looking for explanations for the appeal of multi-centre holidays. The majority of candidates identified two reasons such as, two destinations in one visit, cheaper than two separate trips. There was often no further development for each identification which limited the overall mark. Some candidates referred to lots of experiences and activities without pointing out that this was in

each of two different locations in the same holiday. The difference between a multi-centre holiday and a single centre holiday with lots of activities was therefore not clear. There were several responses which referred to all-inclusive packages, rather than multi-centre holidays.

- (c) Candidates were expected to explain the benefits to tour operators of using discount pricing. Many candidates answered this question well, showing good understanding of discount pricing and developing two separate benefits successfully. There were some candidates who incorrectly interpreted the question as referring to the advantage for customers rather than the tour operator.
- (d) This question asked for a discussion of the benefits to customers of using online review sites when booking a holiday. Some candidates wrote about online sites in general i.e. connecting with the provider and so misunderstood the question. Where online review sites were correctly interpreted the question was typically answered from the point of view of finding out about the experiences of previous customers so that booking can be decided upon/money not wasted/disappointment not experienced. The answers tended to list all the facts that would be found out rather than the benefits as required for a level two.

#### Question 4

- (a) Most candidates answered this question correctly with a large number gaining the full four marks.
- (b) This question asked for the features of the growth stage of the product life cycle. It was not answered well and often responses did not sufficiently describe three features of the growth stage. Some candidates explained that demand and an increase in sales led to levels of profit increasing. The change from the Introduction stage was sometimes unclear, with some candidates writing that sales are just beginning. A significant number of candidates wrote about other stages of the life cycle, sometimes with little or no reference to growth. The extent of competition and promotion was unclear. Few answers reflected that this is a critical stage for the product.
- (c) Candidates were required to explain the ways that tourism providers in Vietnam could use the source material to plan their marketing campaigns. Where candidates found the correct focus of the question they typically identified either targeting a market (usually adventure) with activities or promotion. The idea of marketing to the 24 countries about the availability of visa exemptions was the other likely aspect of Fig. 4.1 to be used. Further development and explanation tended to be limited.
- (d) This question asked candidates to evaluate the benefits to destinations such as Vietnam of rebranding. Some candidates used their own knowledge about Vietnam in its historical and economic context to consider the value of rebranding. The best answers focused on the gaining of new customers and a new reputation which would follow. The resulting economic benefits such as a rise in the GDP and new investments were often exemplified in relation to Vietnams situation in the previous 50 years and so the importance became clear. Some responses were focussed on branding rather than rebranding and so were not correct.



# TRAVEL & TOURISM

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<p><b>Paper 0471/23</b> <b>Alternative to Coursework</b></p>
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## **General comments**

Candidates should be familiar with the general principles and key concepts of marketing and promotion covered in Unit 5 from the syllabus. This includes familiarity with specific terminology used within the industry.

Candidates were often able to identify a point, but the development of the point was an issue. Marks were lost on this paper because candidates did not know the definitions of common terms which led to them being unable to answer the question.

In questions where a number of ways/reasons/examples are required, candidates should make sure to give distinct answers and not give repetitive answers. Candidates often need to develop their answers, for example in explain questions, a candidate should note that each point is worth two marks and so they need to identify a reason/way/impact and then expand on their response providing some development.

Candidates should pay careful attention to the question wording and make sure their response is answering the question.

Examples given in responses about marketing and promotion are often helpful and credit worthy, but they must be in a travel and tourism context, and not in the context of other well-known brands.

## **Comments on specific questions**

### **Question 1**

- (a) Most candidates answered this question correctly. The most common error was to place statement 12, 'the hotel industry receives government incentives' in the Economic section instead of the Political section. There were also a number of candidates who put several statements in each box, where this was the case only the first statement in each box was marked.
- (b) This question was not answered well. There were many answers based on a SWOT analysis instead of PEST. Many answers which did relate to PEST analysis did not explain the benefit of doing a PEST analysis.
- (c) This question looked at two social factors identified by the PEST analysis, employment and overcrowding. Candidates had to explain the impact of seasonality on each of these factors.

Employment – candidates had some understanding of the implications of seasonality on employment. Some responses explained this in terms of additional foreign workers being employed.

Overcrowding – responses here were not always linked to seasonality. Those that did most typically mentioned the issues of noise, litter and congestion as a result of peak tourism.

- (d) This question was about the use of the marketing mix to increase customer numbers on low-cost airlines. Candidates often correctly identified the 4P's, (Place, Product, Promotion and Price) but did not always explain the ways in which each of the P's could be used to increase customer numbers. For example, many responses suggested 'lower prices' rather than a specific pricing policy and the link with attracting customers was not explicit. Place was rarely referenced. The context of low-cost airlines was sometimes not mentioned.

## Question 2

- (a) (i) This question was generally well answered, market segmentation was successfully defined in terms of type, characteristics, categories and links to target markets.
- (ii) This question showed a mixture of answers, some candidates did well by correctly identifying market segments likely to be targeted by Visit Norway. Some responses suggested Geographic, Psychographic and Demographic or some special interest examples such as cave tourism.
- (b) Candidates were required to explain marketing functions of national tourist offices, however, candidates tended to answer this with reference to the general function of national tourist offices and gave the role of TIC's, for example, suggested that NTO's help with accommodation. The best answers identified promotion as a function or attending trade fairs, but there was little explanation of these functions, limiting the development of the answer.
- (c) This question asked for the suitability of videos and sales promotion as methods of promotion for the Nordland Railway.

Video – the best answers typically explained that videos offer a visual experience to feel, see and hear what a ride on the railway is like. Answers did not often extend beyond this to the wider use of videos and there was often direct quoting from the insert which did not gain any marks.

Sale promotion – many candidates misinterpreted this term to be promotion. Answers were quite generalised which limited success.

- (d) This question asked for suitable pricing policies for encouraging new visitors to Norway. Most candidates identified several suitable pricing policies and offered some relevant detail on each. Sometimes, candidates listed three or four policies but gave only a generalised comment on each for example that discount and promotional pricing was 'cheaper'. Price bundling was also confused with a typical package.

## Question 3

- (a) This question was generally well answered. Typically, candidates named discount and variable pricing. Discount pricing was sometimes just explained as 'cheaper', variable was nearly always linked to activities which were mentioned in the source material.
- (b) In this question the candidate had to explain the reasons why promoting products can lead to an increase in customer interest. This question was not very well answered, many responses repeated ideas such as 'awareness' and 'attract' without developing each reasons.
- (c) This question was answered well by the majority of candidates. Most candidates identified and developed points for both advantages and disadvantages of the use of the internet. For advantages, typically, candidates noted that the internet reaches worldwide and that it is available 24/7 and is cheaper than other forms of promotion. For disadvantages, typically, candidates noted that some potential customers cannot access the internet, fear scams and that some customers block advertisements or ignore them, so the promotion is wasted.
- (d) This question asked for candidates to discuss how developing a range of products would increase appeal across different market segments. Responses were often very specific in terms of examples of products and services linked to a variety of market segments, instead of discussing generally how developing a range of products would appeal across different segments.

#### Question 4

- (a) This question was not well answered as many candidates selected specific aspects of the products of the resort such as the kids club and babysitting services.
- (b) This question asked for the benefits of using travel agents to book a holiday. The majority of candidates offered a range of reasons why there are benefits of using travel agents. Most common answers were, convenience, booking of ancillary services, cheaper and expert advice.
- (c) This question asked for the benefits to the customer of market segmentation. Many candidates made the point that segmentation would result in the customer getting the product that matches their need. Often responses were limited to this one benefit or not developed further.
- (d) This question, which asked for factors that the Acindina Resort must consider when producing effective promotional material, was not answered well. Some candidates identified the factors correctly, however, there was some confusion with the stages of a campaign. If the factors were correctly identified, they needed to be explained in relation to effectiveness. Many candidates identified 'timing' for example but did not explain why being too early or too late would make the material less effective.

# TRAVEL & TOURISM

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**Paper 0471/03**  
**Coursework**

## **Key messages**

Candidates are required to carry out an investigation into visitor services provision at a travel and tourism organisation. The majority of the investigations sampled focused on the marketing and promotion of a local visitor attraction or accommodation providers. Some centres encouraged candidates to compare the visitor services of two providers, which worked where there was a noticeable difference between providers. Most centres allowed candidates to work in groups to carry out surveys and interviews at one travel and tourism organisation through learning journeys and school visits. There was good evidence to show that candidates wrote up individual investigations as well as carrying out secondary research independently.

## **General comments**

The coursework sampled was of a generally high quality and very extensive, with candidates producing portfolios of evidence spanning 100+ pages. Most candidates fulfilled the requirements for both primary and secondary research methods, and provided strong evidence in the form of completed questionnaires, interview transcripts, extracts from sales literature and screen shots from the internet. Result findings were presented well, with better performing candidates using a wide range of data presentation techniques appropriate to the data including tables, charts and graphs.

Many candidates including the principles of marketing, with a range of evidence including the marketing mix, SWOT and PEST analyses, pricing strategies and a range of different promotional techniques.

Centre documentation was largely completed accurately although there were some arithmetic and transcription errors detected. There were few centres where internal moderation or standardised marking had taken place. Assessors did not always annotate the work of their candidates which made assessment decisions less transparent for moderation purposes. Annotation is an essential part of the internal assessment process, allowing assessors the opportunity to highlight particular strengths or areas for development within their candidates' work. There is no expectation that assessors write detailed comments, however brief assessment comments in the margin relating to what has been credited is helpful.