

# TRAVEL & TOURISM

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**Paper 9395/11**  
**The Industry**

## **Key messages**

Candidates should be familiar with the key command words used in the questions and they should have been prepared for answering a variety of types of questions on the topics contained within the syllabus.

The questions on the paper will be a combination of short answers, applying and interpreting source material and producing an analysis, evaluation or discussion of a topic.

Candidates should be prepared in the appropriate strategies needed in order to access all marks in the level marked responses.

'No response' answers should be avoided where possible.

## **General comments**

Responses showed candidates had a good range of knowledge of the travel and tourism industry and the syllabus topics – especially well done were the responses about customer service. Questions were generally answered in a competent manner and there were few 'no response' answers evident showing candidates were confident in their ability to deal with the paper.

Candidates who gave the best responses supplemented their answers with comments and examples from the industry, evidencing a thorough understanding and personal knowledge of the subject. Candidates providing judgements and conclusions usually reached Level 3 and attained the higher marks. Many candidates made a positive attempt to address the issues posed by the various questions. Many of the longer responses had a good amount of detail and development and this resulted in candidates accessing Level 3 marks.

The stimulus materials were accessible and were used by the majority of candidates. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of the questions set on the paper.

## **Comments on specific questions**

### **Question 1**

- (a) Responses seen to this question were, on the whole, disappointing. Relatively few responses achieved the full four marks. Candidates frequently referred to internal customers as those who lived in a country and external as those coming from outside the country. As a consequence no marks could be awarded. A further common error was to give an example that was not from within a travel agency although the definitions were correct. Candidates should make sure to read questions carefully.
- (b) Candidates demonstrated excellent understanding of the impacts of good customer service for an organisation. Most responses scored at least half marks for this question. If full marks were not achieved it was usually because candidates did not describe the benefit of the impact for employees at a travel agency. So although there was very good knowledge it was not correctly applied to the scenario in a number of cases.

- (c) Many responses to this question achieved very good marks and demonstrated good understanding of what benchmarking is and why it is used and how it could be useful to a hotel chain. Weaker response showed little knowledge of benchmarking or how it could be useful.
- (d) Responses were generally good, reaching high Level 2 or even Level 3 marks in a large number of cases. Most candidates suggested at least one way that a hotel may help an educational tour group and explain how it could work. A number evaluated the ways that they explained and so reached Level 3. Candidates demonstrated good understanding of the needs of different types of customers.

### Question 2

- (a) Candidates responded very well to this question with most achieving full marks. Responses showed that the candidates were familiar with the benefits of using trains as a form of transport and could easily suggest four reasons why a business traveller may prefer to travel by train. Responses also showed that good use of the insert had been made and there were many instances of information from the insert being used.
- (b) This question was answered well by most candidates. The majority suggested three ways that a train company could look after the safety and security of customers and most achieved half marks for those comments. To score full marks an explanation of each way was required.
- (c) Responses clearly showed that candidates had excellent knowledge of this topic. Most candidates reached Level 2 marks as they clearly explained the value of mobile technology and how it has helped travelling. Many responses reached Level 3 as they included some assessment of the value of the different types of mobile technology that had been mentioned. Common points made were about e-ticketing, boarding passes kept on phones, GPS, apps for Uber, finding out about attractions and downloading brochures.
- (d) There were some good responses to this question. Common points made included satellite navigation, new forms of transport such as electric cars and scooters. The best responses included a detailed discussion of the points that had been made. Weaker responses often dealt mainly with developments in transport which was not the focus of the question.

### Question 3

- (a) The majority of responses achieved full marks for this question. There was frequent use of the insert.
- (b) Responses were generally good and many achieved full marks. If full marks were not achieved it was generally because the response talked about ways that airports might limit the spread of a disease rather than the ways that airports might limit the spread.
- (c) Responses seen were good. Candidates demonstrated a good knowledge of customer service and could easily describe and explain the various methods that could be used to develop a safe working environment. Some very good responses were seen to this question and a large number of responses did achieve Level 3 marks.
- (d) This question was not answered very well. Many responses demonstrated very little understanding about NTOs and what they actually do. Most responses included information about giving specific disease guidance and making investments which NTOs are not likely to do. Very few responses mentioned links to government or research into problems.

### Question 4

- (a) (i) Responses given were usually correct – the vast majority of candidates gave a correct definition of the term ‘mass tourism’.
- (ii) Responses to this question were mixed – those candidates who correctly interpreted the meaning of seasonality in this context tended to achieve the full 3 marks. There were a number of candidates who defined seasonality as weather related and consequently scored no or very few marks for this question.

- (b)** Responses were mixed, most candidates scored some marks for this question simply because they were clear about their understanding of the idea of mass tourism. Explanations were generally lacking or not attempted.
- (c)** This question was answered very well. Candidates demonstrated excellent knowledge of the topics of seasonality, perishability and intangibility. Most candidates suggested a number of strategies that could be used to negate the issue of seasonality and most included good explanations.
- (d)** Many responses described a wide range of impacts that mass tourism may have on a destination. The better responses explained the impacts and included both positive and negative impacts and then came to some conclusions about the most significant impacts upon destinations. Many responses also included a good range of examples to support the comments made.

# TRAVEL & TOURISM

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**Paper 9395/12**  
**The Industry**

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Candidates should be prepared in the appropriate strategies needed in order to access all marks in the level marked responses.

'No response' answers should be avoided where possible.

## **General comments**

Responses showed candidates had a good range of knowledge of the travel and tourism industry and the syllabus topics – especially well done were the responses about customer service. Questions were generally answered in a competent manner and there were few 'no response' answers evident showing candidates were confident in their ability to deal with the paper.

Candidates who gave the best responses supplemented their answers with comments and examples from the industry, evidencing a thorough understanding and personal knowledge of the subject. Candidates providing judgements and conclusions usually reached Level 3 and attained the higher marks. Many candidates made a positive attempt to address the issues posed by the various questions. Many of the longer responses had a good amount of detail and development and this resulted in candidates accessing Level 3 marks.

The stimulus materials were accessible and were used by the majority of candidates. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of the questions set on the paper.

## **Comments on specific questions**

### **Question 1**

- (a) Responses for this question varied, some were very good and clearly showed four variations and attempted explanations. Responses which did not achieve the full 4 marks did not answer the question and contained too much detail. Simple statements, such as the numbers of UK tourists travelling overseas is consistently higher than the overseas numbers coming to the UK, were sufficient information for a mark.
- (b) Responses were usually good and explanations were clear. The majority of responses achieved full marks for the question. A few responses did not answer the question asked or identified the impacts of domestic tourism.
- (c) Marks achieved for this question tended to be mainly Level 2. The better responses contained information about possible similar cultures, passports and visas not always being needed – with reference in many cases to the situation in the EU. Many referred to tourists visiting neighbouring countries for either business or because they could be visiting friends or relatives. Some responses

suggested it is always cheaper and quicker – when it may not be the case. For example, North and South Korea are next to each and share a border but crossing it is not easy and there are many other situations globally where that would be the case.

- (d) Responses demonstrated a clear understanding of the topic, and many suggested a number of economic impacts which would affect travel to and from a country. Most referred to inflation in the country stopping travel and changing exchange rates which could impact both travel and travel from the country depending on the situation. Several responses detailed the impact of unemployment and how that may impact travel. Most responses were quite detailed and achieved Level 2 marks. Weaker responses often went off topic and mentioned other factors such as legislation and the need for visas.

### Question 2

- (a) Responses for business tourism were good with the vast majority of candidates giving a suitable example. Definitions and examples of specialist tour operators were not as good. Most of the definitions simply stated that they organised tours or provided travel experiences – they did not explain the focus on the niche market in many cases.
- (b) Responses to this question were mixed. The focus of the question was how the specialist tour operator dealt with their external customers and this required some knowledge of what a specialist tour operator would do that may be different to the workings of a tour operator. Responses tended to be generalised and so did not achieve full marks. Better responses included details of how to meet the particular niche needs of their clients – i.e. specific types of hotels for those going on adventure holidays that would allow equipment to be stored there etc. or who could provide transport to out of the way places or the provision of guides.
- (c) The majority of responses achieved high marks for this question. Most candidates correctly suggested how the needs of external customers would be met.
- (d) This question was answered well. Most candidates produced competent Level 2 answers. The better responses included some assessment of the most appropriate ways internal customer needs could be met. Weaker responses were often limited to a list of things that could be done with little or no explanations about them.

### Question 3

- (a) Responses to this question were mixed. Most responses explained space tourism was unique and gave people the opportunity to become an astronaut for a short period of time. Better responses mentioned people such as Richard Branson and Elon Musk making the opportunity possible for people who had the money to spend and that because of all the publicity it was becoming more attractive. Several responses also discussed the developing technology which is making space travel more possible.
- (b) Most candidates identified suitable business objectives, many also explained them in order to achieve full marks. If marks were low it was because the candidate had given objectives of non-commercial organisations rather than commercial organisations.
- (c) Most responses showed that candidates were familiar with the problems that intangibility can cause and the ways that it may be overcome. Better responses included explanations of possible methods to rectify the issues.
- (d) This question required an assessment of the impacts of technological change on tourism providers. A number of responses discussed only the impact of mobile technology which limited marks. The better responses covered mobile technology and other issues such as the effect of the internet on businesses including cost cutting, online access 24 hours a day, being able to access customers worldwide, free advertising and being able to respond to comments quickly. For full some assessment of the value or impact of technological change to the industry needed to be included.

**Question 4**

- (a)** Most responses achieved 3 or 4 marks. Most suggested ways that the restaurant could meet the needs of customers with specific dietary requirements or language requirements. Most responses both suggested and explained how restaurants may deal with language issues.
- (b)** Responses to this question were very good. The majority of candidates identified and fully explained three problems restaurants might face due to poor customer service.
- (c)** Most responses scored at least Level 2 marks. The better responses included an assessment of the best and most suitable methods for restaurants. Weaker responses were list-like and lacked explanations.
- (d)** Responses demonstrated limited knowledge and understanding of performance management and appraisal procedures. Very few responses accessed Level 3 marks. Most responses described motivation as being the main reason for their use.

# TRAVEL & TOURISM

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**Paper 9395/13**  
**The Industry**

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## **General comments**

Responses showed candidates had a good range of knowledge of the travel and tourism industry and the syllabus topics – especially well done were the responses about customer service. Questions were generally answered in a competent manner and there were few 'no response' answers evident showing candidates were confident in their ability to deal with the paper.

Candidates who gave the best responses supplemented their answers with comments and examples from the industry, evidencing a thorough understanding and personal knowledge of the subject. Candidates providing judgements and conclusions usually reached Level 3 and attained the higher marks. Many candidates made a positive attempt to address the issues posed by the various questions. Many of the longer responses had a good amount of detail and development and this resulted in candidates accessing Level 3 marks.

The stimulus materials were accessible and were used by the majority of candidates. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of the questions set on the paper.

## **Comments on specific questions**

### **Question 1**

- (a) This question was answered well, most responses scored either 3 or 4 marks. The majority of candidates identified two impact of customer service and included an adequate description.
- (b) Responses demonstrated a clear understanding of the ways that an airport may meet the needs of various types of customers. Candidates demonstrated excellent knowledge and understanding of the issues involved with customer service.
- (c) This question about the safety and security of internal customers was answered very well. The best responses gave detailed explanations for each way that had been identified. Explanations given in weaker responses tended to lack the detail required to gain full marks. Some responses commented on the safety and security of external customers rather than internal.
- (d) Responses to this question were mixed. The best responses included discussion of a variety of ways with both positive and negative points mentioned. The majority of responses showed an

understanding of the question and suggested a variety of possible methods with some explanation. Weaker responses were often list-like with little explanation of the ways suggested.

### Question 2

- (a) Most responses to this question achieved full marks for explaining two reasons for the growth of medical tourism.
- (b) Responses to this question were good. The majority of candidates explained three benefits to a destination of developing medical tourism. A significant percentage of responses achieved full marks and over half of the responses achieved over half marks.
- (c) This question was not answered particularly well. The better responses used the idea that religious tourism to events such as pilgrimages would prevent culture being forgotten and may encourage the visitors to access other parts of a destination's culture. These responses usually achieved over 3 marks. When marks were low it was because the response was limited to pointing out that people were visiting to attend a service or to visit a place. There was a general lack of discussion.
- (d) This question was not answered well. Many responses showed a lack of knowledge and understanding about the work of National Tourism Organisations (NTOs). Some candidates identified some ways that NTOs could assist with sustainable tourism development and provided some explanation but there was very little or no evaluation. Many responses contained just one way that an NTO may help to develop sustainable tourism.

### Question 3

- (a) Responses to this part of the question were mixed. Candidates either knew exactly what the UNWTO were responsible for and scored well or they did not and scored very few marks. The good answers explained that research could be done, governments and other bodies could be given advice and that UNWTO operated on a worldwide scale. Weaker responses generally mentioned either working with organisations in individual countries or just giving advice to them.
- (b) Generally this question was answered well and marks were high. Most suggested economic reasons such as increasing GDP, better salaries and beneficial exchange rates. Weaker responses were not focussed on economic factors and instead introduced other factors – for example greater amounts of leisure time or more people being retired.
- (c) Better responses explained why and how climate could be attractive to holidaymakers and included support and examples for the reasons given. Better responses also detailed how varying types of accommodation would appeal to different tourist types such as retired people preferring hotels whilst younger people would prefer cheaper hostel accommodation and why. Weaker responses tended to lack the detail required to achieve 3 marks for each characteristic.
- (d) Responses to this question were generally good. The majority of candidates suggested reasons why political factors may cause a decrease in tourism. Most demonstrated an understanding of the political factors that could be used to affect tourism. Weaker responses often lacked explanation, for example, stating civil unrest as a factor but then not further explaining how it can decrease tourist arrivals.

### Question 4

- (a) (i) This question was answered very well with most candidates scoring full marks.
  - (ii) This question was also answered very well. Candidates demonstrated excellent knowledge of the issues of seasonality and how they may be rectified.
- (b) This question was answered very well. Candidates successfully described the benefits of using social media to restaurants. When marks were lower it was because although the benefit was identified it was not always related a restaurant and so marks would be limited.
- (c) This question was generally answered well with candidates demonstrating a thorough understanding of customer service. The responses awarded Level 3 marks contained some assessment of the importance of observing customer interactions. The majority of responses



achieving Level 2 explained why it is beneficial but did not provide an assessment of the importance.

- (d)** Responses were good with many achieving marks high in Level 2 and a number at Level 3. The majority of answers were detailed and comprehensive. The better answers included evaluative comments and the top responses included a suggestion of the best method.

# TRAVEL & TOURISM

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<p><b>Paper 9395/02</b> <b>Planning and Managing a Tourism Event</b></p>
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## **Key messages**

- Individual candidate mark sheets should accompany each candidate portfolio.
- Centres are reminded that the coursework should be completed on an individual basis.
- Candidate logbooks/diaries and annotated photographs should be included for team evidence.
- Centres should annotate all course works.

Overall, candidate work submitted by centres clearly followed the syllabus guidance. These portfolios were generally well structured and presented in a clear and logical format. Centres should ensure that events are clearly embedded within a travel and tourism context.

A small number of centres were scaled downwards, this was generally applied because a centre had marked too leniently across the bands and on occasion key evidence was missing. The syllabus gives details of all elements to be included showing guidelines that provide a framework for the production of the portfolio.

Centres should note that candidate coursework must be completed as an individual project. Work that has been completed by another candidate must be clearly labelled and made explicit for the marker e.g., 'Abdul created this webpage for our event.' Candidates cannot take credit for work that is not their own. Markers should show annotation throughout the portfolios as this will assist both grading and moderation.

## **2.1 Working in a team**

Candidates made a good attempt to demonstrate team roles and responsibilities. Minutes and agendas were clearly recorded. However, some candidates did not include personal logs to show individual actions taken. These should be included so that a candidate may pass through to MB3. An individual log may be a personal blog or written/electronic diary but this is separate to the group minutes and agendas.

## **2.2 Choosing the event**

There were many thoughtful and detailed feasibility studies conducted by candidates. The most successful included SWOTs as well as details of customers, costings, risks and a simple concept plan. Where elements are omitted the higher mark band cannot be credited. Many portfolios included lots of research, but some candidates did not analyse the results of their feasibility studies and did not show good reasons for their final choice. Candidates must also include either a bibliography or a list of sources to show where research had been conducted. Candidates should also make clear if another team member has completed part of the feasibility.

## **2.3 Produce a business plan**

Business plans were included by most candidates. The contents of the business plans were, on occasion, too brief, it should be noted that one sentence per bullet point is insufficient detail to explain the plan. Candidates must cover all aspects of 2.3 in order to achieve MB3. Please note that the business plan should be completed before the event and therefore should be written in the future tense.

## **2.4 Preparing for the event**

There was a lot of good evidence of materials and resources used by candidates. These included letters, emails, permission requests, photographs and financial documentation.

## **2.5 Running the event**

Many events were very successful. Photographic evidence was clear, however these should be clearly annotated. Detailed witness statements from centres assisted with both the marking and moderation process, however, a signed witness statement should be included for **all** candidates.

## **2.6 Evaluation and recommendations**

Many candidates gave interesting and informed evaluations of their events. Good portfolios contained a detailed personal perception of the event, team reflection and witness statements. Some included questionnaires to analyse customer feedback. Weak or poor recommendations for the future prevented candidates gaining the higher mark bands.

# TRAVEL & TOURISM

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Paper 9395/31  
Destination Marketing

## Key messages

- Candidates must use the Insert to help understand the context of questions. Candidates should be reminded that other destinations/examples they have studied should only be used in the generic answers and that any example must be clearly rooted in the travel and tourism industry.

## General comments

Candidates should be familiar with all of the learning content for this paper so that they are able to recognise what each question is testing. Most answers on this paper showed a good level of understanding of the context for each question, and there was a low number of No Responses across the paper, suggesting candidates were confident and well prepared for the examination.

The case study material for **Question 1** looked at the new destination marketing campaign for the Cook Islands in the South Pacific. Most candidates seemed to find the case study accessible and could use information from the Insert to help them answer the questions in this subset.

The case study materials in **Question 2** focused on information about the new Tuscany MICE brand and partnership working between tourism organisations in the region.

## Comments on specific questions

### Question 1

- (a) The best answers gave two clear reasons why this type of market analysis is beneficial in the destination marketing process. Weaker responses included an explanation of two reasons for branding rather than reasons for using a brand impact study.
- (b) Most candidates recognised that the question was looking for characteristics of a brand identity and picked out relevant points and explained them in terms of strengths for the Cook Islands – colours used in the brand, the incorporation of the national flower, sun, and heart symbols and the slogan were all commonly identified and explained.
- (c) The best answers here were those where candidates used the statistics to analyse the success of the campaign rather than only copy out the data. Candidates should not include too much information about other Key Performance Indicators not mentioned in the case study in this type of question.

### Question 2

- (a) The interpretation of the destination brand logo and its slogan by candidates was wide and varied; all logical explanations were credited.
- (b) Candidates were asked to consider the benefits of partnership working in promoting Tuscany as a MICE tourism destination. The best answers considered efficiency of division of labour, cost sharing, larger customer bases etc. as potential benefits for each partner. The basic benefits of partnership working were not understood well at the lower end of performance. Instead, weaker answers relied heavily on the correct parts of the Insert to identify what each partner

contributes to the arrangement, instead of explaining what the benefits to each partner are likely to be.

- (c) The final question on the paper required candidates to discuss the benefits to tourism organisations of attending trade fairs and roadshows as a marketing activity. This question covers section 3.4(a) from the syllabus and was not well understood by a large number of candidates. Travel and tourism trade fairs are a key form of marketing activity in destination branding and it is essential that candidates understand their significance and how they operate. There was some confusion in the responses given, with many stating the general public attend a trade show, collect leaflets and then book a holiday based on their experience. Only a small number of candidates understood that trade shows enable travel and tourism professionals to enhance their knowledge of travel and tourism products and services and learn about new destination brands and the provision for tourists.

# TRAVEL & TOURISM

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<p><b>Paper 9395/32</b> <b>Destination Marketing</b></p>
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## Key messages

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## General comments

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The case study material for **Question 1** provided information about the 'Ethiopia: Land of origins' destination brand. Most candidates seemed to find the case study accessible and could use information from the Insert to help them answer the questions in this subset.

The case study materials in **Question 2** focused on a profile of overseas travellers visiting Florida compiled from market research carried out by Visit Florida, in the USA. The data here was predominantly used effectively in answering the questions.

## Comments on specific questions

### **Question 1**

- (a) The majority of candidates used the information from the Insert to find reasons why Ethiopia had chosen to use a brand agency to help them with their marketing. Better answers explained each of two reasons using the candidate's own words, whereas weaker answers relied only on the limited information in the case study, often scoring the two identification marks but nothing for explanation.
- (b) The question asked candidates to assess the effectiveness of the new promotional methods used to raise awareness of Ethiopia. The best answers were those where candidates considered which methods might be most effective or even that an approach using a combination of different media is most effective. Many of the responses at the bottom end of performance copied out the text from the Insert to list the types of promotional material used, but without any evaluative comment. Where candidates did attempt evaluation, unfamiliarity with the concept of trade fairs affected the assessment of the effectiveness of brochures, for example, with weaker responses stating that customers would just throw them away. Some candidates misinterpreted the question and talked about how Ethiopia could assess the effectiveness of their new promotional methods, which limited their access to the full mark range.
- (c) Socio-economic factors were well understood. Most candidates identified the key points from the case study and the best answers used this information to evaluate how each factor might impact the destination's popularity. Mid-range answers correctly identified the factors and also considered some of the likely impacts, although these tended to be repetitive about putting off visitors because of negatively affecting the reputation of the country. It is important that candidates can effectively distinguish a broader range of impacts of an unskilled workforce compared with poor infrastructure within the destination, for example.

## Question 2

- (a) Answers here were generic about the overall disadvantages of market research (e.g. expensive, respondents do not want to answer). Those that did understand what quantitative research is, answered very well to score maximum marks.
- (b) Better responses considered the benefits to Florida of using market segmentation to avoid wasted marketing efforts or to target different segments at different times of the year. Most candidates were familiar with the term market segmentation. Some weaker responses listed, rather than explained or assessed the benefits, the various ways that tourism segments customers and selected the relevant data from the Insert that matched the segments.
- (c) The final question on the paper required candidates to discuss the ways Visit Florida might use their visitor profiling data. Most candidates understood that data was used to identify who a typical customer might be. The best answers were those where candidates made a connection between the data from the case study and how Visit Florida might use that data to change their marketing or the provision of tourism products and services to better cater to the needs of the profiled visitors e.g. more online booking platforms and a wider choice of fine dining venues. Weaker responses included text copied from the Insert about profile data but often did not use it in a meaningful way.

# TRAVEL & TOURISM

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<p><b>Paper 9395/33</b> <b>Destination Marketing</b></p>
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## Comments on specific questions

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- (c) Socio-economic factors were well understood. Most candidates identified the key points from the case study and the best answers used this information to evaluate how each factor might impact the destination's popularity. Mid-range answers correctly identified the factors and also considered some of the likely impacts, although these tended to be repetitive about putting off visitors because of negatively affecting the reputation of the country. It is important that candidates can effectively distinguish a broader range of impacts of an unskilled workforce compared with poor infrastructure within the destination, for example.



## Question 2

- (a) Answers here were generic about the overall disadvantages of market research (e.g. expensive, respondents do not want to answer). Those that did understand what quantitative research is, answered very well to score maximum marks.
- (b) Better responses considered the benefits to Florida of using market segmentation to avoid wasted marketing efforts or to target different segments at different times of the year. Most candidates were familiar with the term market segmentation. Some weaker responses listed, rather than explained or assessed the benefits, the various ways that tourism segments customers and selected the relevant data from the Insert that matched the segments.
- (c) The final question on the paper required candidates to discuss the ways Visit Florida might use their visitor profiling data. Most candidates understood that data was used to identify who a typical customer might be. The best answers were those where candidates made a connection between the data from the case study and how Visit Florida might use that data to change their marketing or the provision of tourism products and services to better cater to the needs of the profiled visitors e.g. more online booking platforms and a wider choice of fine dining venues. Weaker responses included text copied from the Insert about profile data but often did not use it in a meaningful way.

# TRAVEL & TOURISM

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**Paper 9395/41**  
**Destination Management**

## **Key messages**

- Make handwriting clear and readable.
- Answer only the question being asked.
- No need to repeat the question at the start of the answer.
- Understand the command word meanings.
- Write in the spaces allocated.

## **General comments**

Candidates have performed reasonably well this session. There were two case studies with 25 marks per case study set over three questions. The first case study covered the role of an NGO, a conservation organisation called Gumbo Limbo Nature Centre in Florida, USA. The second case study covered Spain's capital city, Madrid.

Many candidates showed a good range of knowledge and understanding of the key tourism industry definitions and a good grasp of the syllabus. Good understanding was demonstrated of the different impacts of tourism and the roles of tourism organisations. Candidates made good use of the stimulus materials. It should be noted that some questions require responses directly related to the insert material, whilst others require consideration of a range of industry examples.

Candidates who performed well in this examination used accurate industry terminology to help exemplify their points. Weaker candidates do not always demonstrate the higher order skill levels of analysis, evaluation and discussion and so often do not gain the higher banded marks. The best responses weigh up the significance of points made.

Several candidates repeated the question at the beginning of their response. This takes up valuable time and space and is not necessary. Candidates should also be encouraged to write clearly and if possible, not to use the side margins as part of their responses. There were many successful candidates who produced concise, relevant information in their longer style responses.

Finally, candidates are not credited with marks for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response. In general, the standard this session was good. There was no confusion over rubrics and timing does not appear to have been an issue.

### **Comments on specific questions**

#### **Question 1**

- (a) This was well answered; most candidates explained two benefits to Gumbo Limbo of having a membership scheme. Most common responses included gaining funds, developing a loyal set of supporters and helping to promote the work of Gumbo Limbo. Each of the identified points had to be exemplified to gain the full 4 marks.
- (b) There was a generally good response to this question. Candidates were asked to assess why fundraising is an important goal for Gumbo Limbo. Good responses included assistance with finance, continuation of conservation work and spreading the importance of researching sea life. When explanations or descriptions were not developed into fully assessed points, marks did not move into the higher bands.
- (c) This was well answered. Candidates were asked to discuss the reasons why tourism might cause conflicts with conservation projects such as Gumbo Limbo. Many candidates explained different conflicts including damage to the landscape, litter and disturbance to animals. Where candidates did not weigh up the significance of their points, the higher banded marks were not awarded. A detailed and relevant conclusion is required to gain the full 12 marks.

#### **Question 2**

- (a) This was very well answered. Candidates explained two positive economic impacts of tourism to Madrid. Most responses included provision of jobs, foreign exchange and increased wealth and multiplier effect. Each of the identified points had to be exemplified to gain the full 4 marks.
- (b) This question was reasonably well answered. Many candidates explained how the city council in Madrid might help preserve the city's culture. Responses included developing the traditional dances and festivities, educating visitors and the continuation of the current restoration work. Some candidates did not weigh up the significance of the points made and so did not score full marks. A relevant and detailed concluding paragraph was required to gain full marks.
- (c) This question was well answered. Most candidates identified possible strategies to prevent conflicts between different visitor types to the attractions such as the Buen Retiro gardens. The most common responses were setting zones, rules and codes of conducts. Without weighing up the significance of the suggested benefits, candidates were unable to gain the higher Level 3 marks. Once again, a relevant and detailed concluding paragraph was required to gain full marks.

# TRAVEL & TOURISM

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**Paper 9395/42**  
**Destination Management**

## **Key messages**

- Make handwriting clear and readable.
- Answer only the question being asked.
- No need to repeat the question at the start of the answer.
- Understand the command word meanings.
- Write in the spaces allocated.
- Revise key tourism terminology.

## **General comments**

Candidates performed reasonably well this session. There were two case studies with 25 marks per case study set over three questions. The first case study covered the role of South African Tourism and their efforts to promote tourism and work in partnership to strengthen the image of South Africa. The second case study covered the tourism-dependent Caribbean Island of Aruba.

Many candidates showed a good range of knowledge and understanding of the key tourism industry definitions and a good grasp of the syllabus. Good understanding was demonstrated of the different impacts of tourism and the roles of tourism organisations. Candidates made good use of the stimulus materials. It should be noted that some questions require responses directly related to the insert material, whilst others require consideration of a range of industry examples.

Candidates who performed well in this examination used accurate industry terminology to help exemplify their points. Weaker candidates do not always demonstrate the higher order skill levels of analysis, evaluation and discussion and so often do not gain the higher banded marks. The best responses weigh up the significance of points made.

Several candidates repeated the question at the beginning of their response. This takes up valuable time and space and is not necessary. Candidates should also be encouraged to write clearly and if possible, not to use the side margins as part of their responses. There were many successful candidates this year who produced concise, relevant information in their longer style responses.

Finally, candidates are not credited with marks for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response. In general, the standard this session was good. There was no confusion over rubrics and timing does not appear to have been an issue.

### **Comments on specific questions**

#### **Question 1**

- (a) This was well answered. Most candidates explained two ways South Africa Tourism (SAT) could minimise economic leakage. The most common responses were employing local workers and using local products. Each of the identified points had to be exemplified to gain the full 4 marks.
- (b) There was a reasonable response to this question. Candidates were asked to assess the benefits for South African Tourism of working in partnership with NGOs and commercial organisations. Good responses included assistance with finance planning, marketing and research. When explanations or descriptions are not developed into fully discussed points, marks cannot move into the higher mark bands. Some responses confused the role of an NGO (Non-governmental Organisation) with that of an NTO (National Tourism Organisation).
- (c) This was well answered. Candidates were asked to discuss the reasons why mass tourism might cause conflicts with South African conservation efforts. Many candidates explained different conflicts including pollution, erosion, congestion and depletion of resources. Where candidates did not weigh up the significance of their points, the higher banded marks were not awarded. A detailed and relevant conclusion is required to gain the full 12 marks.

#### **Question 2**

- (a) This was very well answered. Candidates explained two political objectives of tourism development in Aruba. The most common responses included enhancing the reputation of Aruba, developing the country's image and improving international relations. Each of the identified points had to be exemplified to gain the full 4 marks.
- (b) This question was reasonably well answered. Many candidates explained the possible risks to Aruba of being over-dependent on tourism. Responses included the loss of tourism jobs, reduced income and wealth depreciation. These points were discussed using examples such as natural disasters, a recession and pandemics. Some candidates did not weigh up the significance of the points made and so could not gain the higher order banded marks. A relevant and detailed concluding paragraph was required to gain full marks.
- (c) This question was well answered. Most candidates identified the likely sociocultural benefits of tourism development in island destinations such as Aruba. The most common responses included the preservation of crafts, cultural bonding and understanding and strengthening cultural identities. The best responses weighed up the significance of suggested benefits. A relevant and detailed concluding paragraph was required to gain full marks.

# TRAVEL & TOURISM

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**Paper 9395/43**  
**Destination Management**

## **Key messages**

- Make handwriting clear and readable.
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- No need to repeat the question at the start of the answer.
- Understand the command word meanings.
- Write in the spaces allocated.
- Revise key tourism terminology.

## **General comments**

Candidates performed reasonably well this session. There were two case studies with 25 marks per case study set over three questions. The first case study covered the role of South African Tourism and their efforts to promote tourism and work in partnership to strengthen the image of South Africa. The second case study covered the tourism-dependent Caribbean Island of Aruba.

Many candidates showed a good range of knowledge and understanding of the key tourism industry definitions and a good grasp of the syllabus. Good understanding was demonstrated of the different impacts of tourism and the roles of tourism organisations. Candidates made good use of the stimulus materials. It should be noted that some questions require responses directly related to the insert material, whilst others require consideration of a range of industry examples.

Candidates who performed well in this examination used accurate industry terminology to help exemplify their points. Weaker candidates do not always demonstrate the higher order skill levels of analysis, evaluation and discussion and so often do not gain the higher banded marks. The best responses weigh up the significance of points made.

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### **Comments on specific questions**

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