TRAVEL & TOURISM

Paper 0471/11
Core Paper

Key messages

The source material (Insert) was well used by candidates.

Candidates need to carefully consider the context of the question to ensure their responses are fully applied.

Candidates are advised to carefully consider the command word of the question and answer accordingly.

Candidates need to develop their analysis and evaluation skills.

General comments

Most candidates had good knowledge and understanding of the syllabus topics raised in this paper.

Candidates need to develop their analysis and evaluation skills so that they are able to answer the longer answer questions. Analysis and evaluation should be clearly applied to the context of the question to benefit from maximum marks.

Candidates should focus on what each command word requires them to do in their answers.

Comments on specific questions

Question 1

(a)   Some candidates answered this question well, many provided applied examples of the elements of an amalgam. Other candidates were not confident in this topic area and did not provide three components.

(b)   There were some good responses to this question. Many candidates correctly identified benefits of accommodation grading and most of these were in the correct context of the benefit to the tourist. Other candidates provided some benefits of accommodation grading, however these were benefits to the destination, not the tourists and therefore not in the right context.

(c)   Some candidates explained reasons why Nigeria is Ghana's largest source market. The most common answers provided were the two countries being geographically close and having similar cultures. Other candidates provided generic reasons that were not applied to either Ghana or Nigeria.

(d)   This question was answered well. Most candidates explained three reasons. The most common answers given were linked to the size of the European market and the amount of disposable income/strength of their economies. Some candidates provided reasons but did not explain them in context.

(e)   Generally, candidates showed some understanding of the importance of destinations having good transport infrastructure. However, many candidates did not develop their answers into analysis of how these impacts on tourism in the destination. Other candidates discussed benefits of good transport infrastructure to the host population, rather than the place as a destination. Candidates are advised to carefully consider the command word and context of the question and answer accordingly.

Question 2

(a)   This question was answered well evidencing good geographical knowledge.

(b)   This question was answered reasonably well with some candidates successfully describing both of the key terms. Some responses gave a description of a solo tourist rather than an independent tourist.

(c)   This question was answered well. Most candidates successfully identified and explained at least one reason for the increase in UK tourists taking winter sun holidays. Other candidates missed the 'increase' part of the question and provided reasons for the appeal of winter sun holidays rather than reasons why they might have increased.

(d)   Some candidates successfully answered this question, providing two clearly explained ways an increase in outbound tourism will have a negative impact on the balance of payments. Other candidates did not demonstrate understanding of the concept of balance of payments.

(e)   Most candidates identified reasons why an increase in winter tourism can benefit the destinations stated. For example, they can extend their main tourism season or build awareness of the destination. However, few candidates developed their answers into analysis and evaluation.

Question 3

(a)   Candidates answered this question well evidencing good knowledge and understanding of public transport.

(b)   There were many good responses to this question, candidates have a good knowledge and understanding of promotional methods.

(c)   Most candidates explained two reasons why the cycle tour is only available from May to September. Candidates used the information in the insert along with their geographical knowledge well.

(d)   Candidates answered this question well. Most successfully explained three actions that were applied well to the context of the question. Handling customer complaints is an area of the syllabus that candidates have a good knowledge and understanding of.

(e)   Generally, candidates showed some reasonable understanding of sustainable transport. Many candidates used their knowledge of environmental impacts to answer this question. Few candidates however developed their answers in to analysis or evaluation.

Question 4

(a)   This question was answered well, candidates gave a good range of cultural attractions.

(b)   Most candidates explained three likely negative cultural impacts of traditional dance being used as an attraction. There was some evidence of repetition, where responses explained the same negative impact in a different way, therefore limiting marks.

(c)   This question was answered well. Candidates have a good knowledge of government aims for tourism.

(d)   There were many good responses to this question. Candidates clearly understand negative social cultural impacts and most applied these to actions a tourist could take in order to prevent them.

(e)   Some candidates made a good attempt at answering this question, focusing on tour operators providing education and information for their customers. Few candidates developed this into analysis, however, there was little evidence of evaluation.

TRAVEL & TOURISM

> **Paper 0471/12**
> **Core Paper**

Key messages

The source material (Insert) was well used by candidates.

Candidates need to carefully consider the context of the question to ensure their responses are fully applied and to avoid misinterpretation.

Some candidates need to develop their analysis and evaluation skills.

General comments

Most candidates had good knowledge and understanding of the syllabus topics raised in this paper. Although there seemed to be some unfamiliarity with operating economies of sea transport.

Candidates should focus on what each command word requires them to do in their answers.

Comments on specific questions

Question 1

(a) Candidates answered this question well. Some candidates used the source material well to identify escorted tours as an applied example of a specialist tour operator.

(b) There were many good responses to this question. Most candidates correctly identified and described at least one characteristic of a desert climate.

(c) Some candidates explained reasons why destinations experience a reduction in visitor numbers. However, many candidates misinterpreted the context of the question and did not clearly identify a reason for the reduction in visitor numbers.

(d) This question was answered well. Most candidates explained three reasons. The most common answers given were tour guide included, safety and a planned itinerary.

(e) Generally, candidates showed some understanding of the importance of carrying capacity to historical attractions. However, many candidates did not develop their answers into analysis of how having a carrying capacity helps to reduce negative impacts and risks of damage to the attraction. This resulted in little evidence of evaluation in responses.

Question 2

(a) This question was answered well. Candidates used the source material well.

(b) This question was also answered well with most candidates providing four ways the cruises are different.

(c) Most candidates explained at least one reason why tourists from the USA are the largest source market for cruise holidays to the Caribbean, evidencing good geographical knowledge and knowledge about current and past trends in the industry.

(d)   Some candidates identified economic risks for countries being over-dependent on tourism. Others misinterpreted the question and did not provide any economic risks. Other candidates focused on the same risk, explaining it in different ways. For this question candidates were required to use their knowledge of negative economic impacts e.g., inflation or leakage and apply it to the context of over-dependency in destinations.

(e)   Some candidates identified the role of the public sector in the operating economies of cruises. Other candidates seemed unfamiliar with this topic area of the syllabus. Some candidates that were unsure of this topic area cleverly used their knowledge of public sector e.g., advertising and promoting tourism to provide a reasonable answer to this question.

Question 3

(a)   Candidates answered this question well and interpreted the source material correctly to identify the required elements.

(b)   There were many good responses to this question. Most candidates have a good understanding of following basic procedures when making reservations.

(c)   This question was answered well. Most candidates have a good knowledge and understanding of how to give good customer service when communicating face to face. Responses were explained well and most candidates scored well on this question.

(d)   Most candidates explained three personal presentation requirements for staff working at catering outlets, however some candidates did not apply their explanation to the context of catering outlets.

(e)   This question was answered well. Generally, candidates showed good knowledge and understanding of customer care polices and were able to evaluate their importance. Many candidates structured their answers well by identifying a reason for their importance, following on with analysis and then concluding.

Question 4

(a)   Most candidates gave good responses to this question by using the source material well. In some responses, the information was not correctly transferred from the insert, causing candidates to miss out on marks. The most common example of this was for the first part of the question where candidates did not include 'over' or reference the currency (Euros).

(b)   Some candidates gave good responses and some of these were applied examples. Other candidates were not so confident in this area of the syllabus and incorrectly used information from the case study to answer the question by referencing the beach clean-up operations.

(c)   There were many good responses to this question. Candidates evidenced good knowledge and understanding of the role of national tourist boards. Other candidates suggested ways that would not be the responsibility, or within the remit, of national tourist boards e.g. creating legislation.

(d)   There were some good responses to this question. Candidates clearly understood positive environmental impacts and were able to apply this well to coastal areas. A few candidates didn't identify positive environmental impacts.

(e)   This question was reasonably well answered, most candidates identified impacts of litter. A few candidates went on to analyse the impacts well. However, many candidates misinterpreted the context of the question by developing their answers in the context of the impact on the destination rather than the impact to tourism organisations.

TRAVEL & TOURISM

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Paper 0471/13
Core Paper
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Key messages

The source material (Insert) was well used by candidates.

Candidates need to carefully consider the context of the question to ensure their responses are fully applied.

Candidates are advised to carefully consider the command word of the question and answer accordingly.

Candidates need to develop their analysis and evaluation skills.

General comments

Most candidates had good knowledge and understanding of the syllabus topics raised in this paper.

Candidates need to develop their analysis and evaluation skills so that they are able to answer the longer answer questions. Analysis and evaluation should be clearly applied to the context of the question to benefit from maximum marks.

Candidates should focus on what each command word requires them to do in their answers.

Comments on specific questions

Question 1

(a)   Some candidates answered this question well, many provided applied examples of the elements of an amalgam. Other candidates were not confident in this topic area and did not provide three components.

(b)   There were some good responses to this question. Many candidates correctly identified benefits of accommodation grading and most of these were in the correct context of the benefit to the tourist. Other candidates provided some benefits of accommodation grading, however these were benefits to the destination, not the tourists and therefore not in the right context.

(c)   Some candidates explained reasons why Nigeria is Ghana's largest source market. The most common answers provided were the two countries being geographically close and having similar cultures. Other candidates provided generic reasons that were not applied to either Ghana or Nigeria.

(d)   This question was answered well. Most candidates explained three reasons. The most common answers given were linked to the size of the European market and the amount of disposable income/strength of their economies. Some candidates provided reasons but did not explain them in context.

(e)   Generally, candidates showed some understanding of the importance of destinations having good transport infrastructure. However, many candidates did not develop their answers into analysis of how these impacts on tourism in the destination. Other candidates discussed benefits of good transport infrastructure to the host population, rather than the place as a destination. Candidates are advised to carefully consider the command word and context of the question and answer accordingly.

Question 2

(a)   This question was answered well evidencing good geographical knowledge.

(b)   This question was answered reasonably well with some candidates successfully describing both of the key terms. Some responses gave a description of a solo tourist rather than an independent tourist.

(c)   This question was answered well. Most candidates successfully identified and explained at least one reason for the increase in UK tourists taking winter sun holidays. Other candidates missed the 'increase' part of the question and provided reasons for the appeal of winter sun holidays rather than reasons why they might have increased.

(d)   Some candidates successfully answered this question, providing two clearly explained ways an increase in outbound tourism will have a negative impact on the balance of payments. Other candidates did not demonstrate understanding of the concept of balance of payments.

(e)   Most candidates identified reasons why an increase in winter tourism can benefit the destinations stated. For example, they can extend their main tourism season or build awareness of the destination. However, few candidates developed their answers into analysis and evaluation.

Question 3

(a)   Candidates answered this question well evidencing good knowledge and understanding of public transport.

(b)   There were many good responses to this question, candidates have a good knowledge and understanding of promotional methods.

(c)   Most candidates explained two reasons why the cycle tour is only available from May to September. Candidates used the information in the insert along with their geographical knowledge well.

(d)   Candidates answered this question well. Most successfully explained three actions that were applied well to the context of the question. Handling customer complaints is an area of the syllabus that candidates have a good knowledge and understanding of.

(e)   Generally, candidates showed some reasonable understanding of sustainable transport. Many candidates used their knowledge of environmental impacts to answer this question. Few candidates however developed their answers in to analysis or evaluation.

Question 4

(a)   This question was answered well, candidates gave a good range of cultural attractions.

(b)   Most candidates explained three likely negative cultural impacts of traditional dance being used as an attraction. There was some evidence of repetition, where responses explained the same negative impact in a different way, therefore limiting marks.

(c)   This question was answered well. Candidates have a good knowledge of government aims for tourism.

(d)   There were many good responses to this question. Candidates clearly understand negative social cultural impacts and most applied these to actions a tourist could take in order to prevent them.

(e)   Some candidates made a good attempt at answering this question, focusing on tour operators providing education and information for their customers. Few candidates developed this into analysis, however, there was little evidence of evaluation.

TRAVEL & TOURISM

> **Paper 0471/21**
> **Paper 21 Alternative to Coursework**

Key messages

- The externally set examination has four subsets of questions, each based on a short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

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

Candidates should avoid writing what they have learned regardless of the question asked. There were also many instances of straight copying from the insert. Candidates need to be reminded that examples used should be relevant to travel and tourism and not make reference to general consumer goods.

Comments on specific questions

Question 1

Most candidates found the source material for this question very accessible.

(a) (i)   The majority of candidates gained both marks by identifying the answers from the insert.

(ii)   The majority of candidates gained both marks by identifying the answers from the insert.

(b)   This question was quite well answered with a variety of different responses.

(c)   This question was fairly well answered with the most common answers being seasonality and competitors, however few candidates were able to give the explanations to gain two marks.

(d)   This question was looking for the advantages to the customer of direct selling. The most common answers were about the price being cheaper/more affordable with the explanation there is no intermediaries/commission. Very few candidates included a discussion in their response and so could not be awarded full marks.

Question 2

Some candidates found the source material for this question accessible.

(a) (i)   This question was poorly answered. Although 'source market' was mentioned in the source material very few candidates gave a correct definition. A common correct answer given was 'where all tourists are coming from'. Incorrect answers given were aimed at market research, where it comes from and who provides research.

(ii) Very few candidates gained marks on this question. The question asked for two examples of how tourist behaviour might change. The expected answers were following new trends, booking methods and moving away from mass tourism. Common incorrect answers were about behaviour of tourists once they had reached the destination.

(b) There was a mixed response to this question. The question asked for reasons why exit surveys are used in market research. Many candidates wrote about surveys/market research in general and not specific to exit surveys. Common correct answers were 'lots of people will complete the survey because it is easy to do' and 'just experienced it so will get an honest response'.

(c) There were mixed responses to this question, candidates that understood the meaning of quantitative market research did very well with answers such as 'easy to analyse, see trends, statistical/numbers which can be put into graphs'.

(d) This question was not particularly well answered. The question asked how market research can be used to improve tourism products for future visitors but candidates did not make the link between how the responses from the market research could then be used to improve products. Common correct answers were looking at how current products were doing and how they could be improved and see what most want which could lead to increased visits and a good reputation.

Question 3

(a) (i) This question was poorly answered. The question required a definition and example of incentive.

(ii) This question asked for the description of an incentive activity offered by SCIB. Although a large number of candidates did not understand the meaning of incentive tourism they were able to identify an activity from the source material. However, few candidates described the activity and instead gave two incentive activities.

(b) Not a very well answered question. A few responses gained a point for contact with suppliers. Airport meet and greet was often wrongly interpreted as welcome meetings rather than airport transfers. Event materials to hotels was often answered in relation to customers rather than delegates.

(c) This question was answered well. The reasons could be found in the source material which enabled candidates to gain at least three marks. The most common developed reason was access to public transport which made travelling around the destination easier.

(d) This question was poorly answered. Candidates demonstrated an understanding that changing the marketing mix would have an impact but did not go on to explain how, using the four p's. Marks were gained for writing about the product and price, but high scores were not achieved.

Question 4

The majority of candidates found the source material for this question accessible.

(a) (i) This question was generally well answered. A large number of candidates gave the correct definition for domestic tourism and gave a valid example.

(ii) There were mixed responses to this question. The most common answer given was measuring hotel bookings. Some answers were also taken from the source such as 'visit the station to take pictures' however these did not answer the question and so did not receive any marks.

(b) This question was quite well answered with several candidates achieving full marks. Candidates could identify the reasons from the source material and gain a minimum of three marks. The most common responses were about the hotpot restaurants and customers coming from far and wide to try them.

(c) Although not many answers got full marks a large number of candidates were able to give two ways that smart technology might benefit tourists to the city with one explanation mark but not two. The most common answers were regarding language barriers and the smart technology helping to translate so that tourists can communicate with the locals and the use of maps and locations on smart technology so that tourists do not get lost.

(d) This question required candidates to state at what stage of the product life cycle Chongqing was and to justify their answer. Most candidates stated a correct position and several candidates justified their choice with a good explanation, however, few candidates reached level three. Some candidates did not give a position at all but wrote a justification and some candidates gave a position which was not in the product life cycle.

TRAVEL & TOURISM

> **Paper 0471/22**
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> **Paper 22 Alternative to Coursework**

Key messages

- The externally set examination has four subsets of questions, each based on a short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

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

Candidates should avoid rewording or repeating the same answers to more than one question. There was a high incidence of repetition, with weaker responses including large portions copied directly from the case study materials which was often used for more than one answer. Likewise, where a question asks for three examples, often the same example was used for all three slightly differently worded, credit can only be given for such examples once.

Comments on specific questions

Question 1

Most candidates found the source material for this question accessible.

(a) (i)   Some candidates correctly stated that a tradeshow was a tourism organisation showcasing or promoting its products to the tourism industry. Other candidates gave the answer as an exhibition to consumers at the destination which was invalid. Very few candidates gave an example.

   (ii)   Many candidates correctly identified examples of public relations, however, there were a number of generic marketing methods given which were not valid.

(b)   Many candidates suggested that geographic segmentation is easier to carry out. Most common answers were to overcome language and cultural barriers, saving costs and knowing customers' needs. However, few candidates developed these points. Many candidates knew the names of different types of segmentation but did not apply them or explain them.

(c)   This question was not well answered as many candidates gave their answers in relation to the benefits to the cruise company and not the Solomon Islands. Many candidates did identify an increase in tourist numbers and improved competitive advantage but did develop these points. Those candidates who did recognise the economic impact to the islands tended to score well. Very few responses mentioned the benefits in relation to the ships being smaller.

(d)   This question was not well answered and there were very few high scoring answers. Candidates often answered by defining 'those working in tourism' which led to answers about developing better products, doing different promotional activities or improving infrastructure. Other candidates saw this as another marketing question, relating their answers to the customers. Those candidates that

did focus on the role of those working in customer service roles, identified they would have better product knowledge. Better responses included ideas such as giving advice or information, good service, better skills, better selling ability and competitive advantage which led to more customers being attracted and satisfied. However, few answers were fully developed or included a discussion.

Question 2

Most candidates found the source material for this question accessible.

(a) (i) Generally a well answered question. The majority of candidates correctly identified at least one of the statements, with 'language barriers' used most often. The actual statements were quite long but if the candidate chose a part of the statement that answered the question this was accepted.

(ii) The second part of this question was also well answered with 'harsh climate' identified the most often.

(b) This question was poorly answered, candidates did not demonstrate the required understanding of marketing plans or why they are produced. Most answers were general reasons on why Mongolia would market itself or what a plan might achieve or contain. Some candidates identified that marketing plans would be developed to increase the customer base, or gain competitive advantage.

(c) Most candidates understood USP, but many did not use the information in the insert to answer the question and gave general answers about introducing new products, hotels, ideas on pricing or build something unique. The candidates that successfully identified the landscape as unique, nomadic culture and winter climate were able to explain these gaining four or more marks.

(d) Responses were varied. Good responses identified the impacts of seasonality on pricing, fluctuating visitor numbers, employment and the economy. Some also commented on mitigation policies such as pricing or product modification. Candidates that were most successful based their answers on the tourism industry in general, not just the example of Mongolia. Some candidates tended to understand seasonality from their own climate/school year which did not tie up with Mongolia and the expected June/July/August high season and so thought the peak season was winter and the harsh climate.

Question 3

The majority of candidates found the source material for this question accessible.

(a) (i) The majority of candidates identified two components of a package holiday. Although this was generally well answered some candidates identified car hire and entertainment which was not valid.

(ii) Responses were varied. Many candidates used the phrases in the insert to explain dynamic packaging. The concept of building the package was often not clear from the answers given but they generally stated that choice and customising was integral to the term. Very few candidates were able to give a relevant example.

(b) This question was reasonably well answered by candidates that used the insert well. The best answers were, customers had the advantage of choice, having their needs met and time saving/convenience of not needing to use a travel agent. Points on cost saving were often not fully developed because candidates did not include the reason that comparison websites find the best deals. Candidates also wrote that cost saving came because they were not buying items separately which is the advantage of a package holiday in general.

(c) In this question candidates needed to explain pricing policies suitable for dynamic holiday packages. Most candidates gave at least one pricing policy but not all policies were suitable. Penetration, skimming and bundling policies were commonly suggested but these were not suitable. Candidates were most successful where a named policy such as variable pricing or discount pricing was explained.

(d) This question was not answered very well. Answers were often focused on choosing products for the two genders, and quite often the products were not tourism related, such as health and beauty or entertainment products. There were also stereotypical products such as boys like adventures

and girls like spas type answers but very little attempt to suggest marketing methods. The few successful answers gave marketing methods such as different gender related magazines, advertisements at sports events and advertisements between gender related television programmes.

Question 4

The source material was very accessible for most parts of this question, however, it was used incorrectly by several candidates to answer **part (d)**.

(a) (i)   Many candidates successfully defined 'no set itinerary'. The main wrong answer given was time of departure.

   (ii)   Many responses gave different types of tourists, however, candidates needed to have read the insert and suggested customer types that would have been attracted to the tour as described (a drift down the river and walking) meaning that adventure tourists/leisure/DINKYS and backpackers which were common answers clearly did not fit the profile and were not suitable answers. Other wrong answers were when the candidate gave the activity rather than the customer type.

(b)   Candidates that understood the meaning of heterogeneous really scored well with answers such as set itinerary, cultural walk, game views, which were developed to show how the experience would not be the same each time. Other candidates answered question in general terms with perishability, intangible and storability.

(c)   This question was fairly well answered with candidates gaining credit for noting that the photograph and bold lettering for the pricing information created interest. However, the development explaining why was not always evident. A number of candidates wrote about other aspects of AIDA in relation to the advertisement such as emotive language and some candidates gave a critique of the advertisement, neither of which were relevant to this question..

(d)   This question was not very well answered as candidates focussed too much on the insert and were suggesting that if you do not have a boat you cannot do a safari cruise. Accessibility and convenience were the most common approaches and these were developed to show that customers would probably book if transport links were poor and accessibility difficult. The tour operator would need good transport for staff and supplies. The best answers showed that this would threaten the long-term viability of the tour operator's business.

TRAVEL & TOURISM

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Paper 0471/23
Paper 23 Alternative to Coursework
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Key messages

- The externally set examination has four subsets of questions, each based on a short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

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

Candidates should avoid writing what they have learned regardless of the question asked. There were also many instances of straight copying from the insert. Candidates need to be reminded that examples used should be relevant to travel and tourism and not make reference to general consumer goods.

Comments on specific questions

Question 1

Most candidates found the source material for this question very accessible.

(a) (i) The majority of candidates gained both marks by identifying the answers from the insert.

(ii) The majority of candidates gained both marks by identifying the answers from the insert.

(b) This question was quite well answered with a variety of different responses.

(c) This question was fairly well answered with the most common answers being seasonality and competitors, however few candidates were able to give the explanations to gain two marks.

(d) This question was looking for the advantages to the customer of direct selling. The most common answers were about the price being cheaper/more affordable with the explanation there is no intermediaries/commission. Very few candidates included a discussion in their response and so could not be awarded full marks.

Question 2

Some candidates found the source material for this question accessible.

(a) (i) This question was poorly answered. Although 'source market' was mentioned in the source material very few candidates gave a correct definition. A common correct answer given was 'where all tourists are coming from'. Incorrect answers given were aimed at market research, where it comes from and who provides research.

(ii)   Very few candidates gained marks on this question. The question asked for two examples of how tourist behaviour might change. The expected answers were following new trends, booking methods and moving away from mass tourism. Common incorrect answers were about behaviour of tourists once they had reached the destination.

(b)   There was a mixed response to this question. The question asked for reasons why exit surveys are used in market research. Many candidates wrote about surveys/market research in general and not specific to exit surveys. Common correct answers were 'lots of people will complete the survey because it is easy to do' and 'just experienced it so will get an honest response'.

(c)   There were mixed responses to this question, candidates that understood the meaning of quantitative market research did very well with answers such as 'easy to analyse, see trends, statistical/numbers which can be put into graphs'.

(d)   This question was not particularly well answered. The question asked how market research can be used to improve tourism products for future visitors but candidates did not make the link between how the responses from the market research could then be used to improve products. Common correct answers were looking at how current products were doing and how they could be improved and see what most want which could lead to increased visits and a good reputation.

Question 3

(a) (i)   This question was poorly answered. The question required a definition and example of incentive.

(ii)   This question asked for the description of an incentive activity offered by SCIB. Although a large number of candidates did not understand the meaning of incentive tourism they were able to identify an activity from the source material. However, few candidates described the activity and instead gave two incentive activities.

(b)   Not a very well answered question. A few responses gained a point for contact with suppliers. Airport meet and greet was often wrongly interpreted as welcome meetings rather than airport transfers. Event materials to hotels was often answered in relation to customers rather than delegates.

(c)   This question was answered well. The reasons could be found in the source material which enabled candidates to gain at least three marks. The most common developed reason was access to public transport which made travelling around the destination easier.

(d)   This question was poorly answered. Candidates demonstrated an understanding that changing the marketing mix would have an impact but did not go on to explain how, using the four p's. Marks were gained for writing about the product and price, but high scores were not achieved.

Question 4

The majority of candidates found the source material for this question accessible.

(a) (i)   This question was generally well answered. A large number of candidates gave the correct definition for domestic tourism and gave a valid example.

(ii)   There were mixed responses to this question. The most common answer given was measuring hotel bookings. Some answers were also taken from the source such as 'visit the station to take pictures' however these did not answer the question and so did not receive any marks.

(b)   This question was quite well answered with several candidates achieving full marks. Candidates could identify the reasons from the source material and gain a minimum of three marks. The most common responses were about the hotpot restaurants and customers coming from far and wide to try them.

(c)   Although not many answers got full marks a large number of candidates were able to give two ways that smart technology might benefit tourists to the city with one explanation mark but not two. The most common answers were regarding language barriers and the smart technology helping to translate so that tourists can communicate with the locals and the use of maps and locations on smart technology so that tourists do not get lost.

(d) This question required candidates to state at what stage of the product life cycle Chongqing was and to justify their answer. Most candidates stated a correct position and several candidates justified their choice with a good explanation, however, few candidates reached level three. Some candidates did not give a position at all but wrote a justification and some candidates gave a position which was not in the product life cycle.

TRAVEL & TOURISM

| Paper 0471/03 |
| Coursework |

Key messages

This coursework requires candidates to carry out an individual investigation into the marketing and promotion of visitor services within the travel and tourism industry. Candidates should choose one organisation or attraction within a chosen destination as the focus of their investigation.

It is important that all coursework submissions demonstrate both primary and secondary research methods. A range of techniques including interviews, surveys, collation of sales literature and screen shots of online research should be used. It is recognised that the ongoing Covid-19 situation has made primary research in particular difficult for centres, and as a result, moderation has taken a more lenient approach on this aspect.

As in November 2020, any reference to the limitations of research methods were accepted as a valid reason for limited evidence of primary research data.

General comments

Moderation evidence showed that the significant majority of submissions used a tourist attraction as the focus for the investigation. Candidates addressed the research requirements using online sources of information and there was some evidence that school excursions had taken place to visit the attraction in person. There was photographic evidence from some candidates too.

Evidence really varied in quality depending how well candidates applied their understanding of key marketing concepts. Most candidates provided a response which covered aspects of the marketing mix for their chosen organisation. At the top end of performance, coursework also included a SWOT and/or PEST analysis for the organisation, or where the attraction fitted on the product lifecycle model.

There was good evidence of the skills of data presentation, mostly using ICT skills to process the data. Data was presented clearly, and candidates usually selected a meaningful chart or graph; they may be marked down if the data does not make sense in a line graph or a donut chart, where a bar graph or a pie chart would have been more appropriate.

The coursework was generally well organised and relevant to the context of the syllabus content. Performance was reflective of the whole ability range for candidates within this cohort. Lower performing candidates were descriptive in their responses and did not demonstrate the skills of analysis and evaluation. At the top end of performance, there was better supporting evidence to demonstrate independent analysis of the data, rather than a reliance on teacher-led evidence. Most candidates demonstrated an awareness of the limitations imposed on the industry, and their investigations as a whole, by the current pandemic. Better responses offered an account of an alternative approach to the investigation.

Coursework assessment by school-based assessors was conducted efficiently, with the majority of centres completing the accompanying documentation accurately, although a number of arithmetic errors were found in adding together individual candidate marks.

Annotation by assessors was somewhat variable. Effective annotation at the point of accreditation is hugely beneficial in the moderation process as it allows the internal/external moderator to understand and confirm the assessment decisions made. Brief assessment annotations and comments about individual candidate performance are always welcome, especially where they interpret where credit has been given, where the evidence might not be so obvious. This was again particularly helpful in explaining the local coronavirus context for some centres this session.

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