

TRAVEL AND TOURISM

Paper 0471/01
Written Paper

Key Messages

Candidates must:

- make closer inspection and more careful interpretation of the stimulus materials provided
- make clearer and more specific use of information relating to examples with which candidates are familiar
- use greater precision when explaining the significance of particular factors, avoiding unsubstantiated generalisation.

General Comments

It was pleasing to see the majority of candidates making a very positive attempt to address the issues posed by the various questions. The stimulus materials were accessible and frequently well interpreted. However, the Fig. 2 photograph and the Fig. 4 map required thoughtful interpretation to identify key features and not all candidates were able to do this.

Many candidates tend to quote a limited range of examples and quite frequently they make the mistake of quoting a known but somewhat inappropriate example. Credit is always awarded where possible but only where it is appropriate as an answer to the question as set on the exam paper. For example **Question 2(e)** invited candidates to explain the appeal of an event with which they were familiar. The London 2012 Olympic Games was often chosen but candidates were unable to write in any detail about the appeal of this particular event to a visiting leisure tourist. Better responses were characterised by simply stating what happened at a known event (such as the Rio de Janeiro Carnival, the Dubai Shopping Festival and Thailand's Songkran Festival) and then clearly pointing out how aspects were of visitor appeal.

There is still evidence of poor exam technique when candidates attempt to answer the more open ended questions. Centres are once again reminded that candidates should make a positive attempt to structure their responses to address the following criteria:

Level 1 (1 to 2 marks) – the candidate **identifies** up to 2 **valid** types/features/factors

Level 2 (3 to 4 marks) – the candidates offers **explanatory** or **analytical** comment about one or two **valid** types/features/factors

Level 3 (5 to 6 marks) – the candidate offers **evaluative** comment about the **valid** items that have been identified and explained/analysed i.e. one being more or less important than the other. The best answers will have a **reasoned conclusion**.

Comments on Specific Questions

Question 1

- (a) The Fig. 1 stimulus material was used very well and candidates were able to identify three valid outdoor activities such as surfing, kayaking, bird-watching, hill walking and river cruises.
- (b) There was usually some slight confusion and many individuals were unaware that Brunei experiences an Equatorial climate and that it is located on the island of Borneo. The Tutong

District's most popular attraction is Seri Kenangan beach and local Brunei time is in advance of New York.

- (c) Candidates were invited to consider appropriate strategies aimed at managing or reducing on-site visitor congestion and there were some excellent responses considering aspects such as the use of guides, pre-booking, additional staffing and the provision of extra facilities. The better answers clearly explained in each case how congestion might decrease as a result. Lower scores resulted because of weak explanation or the consideration of environmental impacts unrelated to congestion. Answers where reducing opening hours was used were not accepted as this would result in increased congestion during opening hours.
- (d) Candidates were aware that exhibitions differed from meetings and conferences but there was some confusion as to exactly how meetings and conferences differed. The better answers clearly illustrated meetings being smaller scale (one meeting room in a venue), conferences being larger with the need for presentation equipment and exhibitions being largest of all to showcase products or services to potential users. To score full credit both size/scale and purpose of each business tourism activity had to be clearly conveyed.
- (e) The importance of the Internet to travel and tourism providers is well understood and there were many good responses. However, some individuals gave too much emphasis to customer needs and neglected to fully emphasise the advantages to providers. Better answers clearly pointed out that using the Internet as a distribution channel allows providers to streamline their operations, increases efficiency/profitability, provides 24/7 availability and meets customer needs.

Question 2

- (a) Candidates were expected to refer to Fig. 2 and answers commenting on dress/costume, dance, music/song elements of the performance received full credit. Generalised comments about traditions scored less well because they were not related to what was clearly shown in the photograph. Candidates had to identify an aspect of the performance before they could describe the cultural appeal.
- (b) The concept of 'fine dining' was not really understood and many comments could have applied to a fast food restaurant. Aspects of quality were expected and better responses clearly stated ideas such as a more formal dress code, expensive, attentive staff, having a star (*) rating, using quality ingredients and luxurious surroundings.
- (c) Candidates understood the importance of team-work but few were able to accurately describe what it involved for each of the three job roles. The better answers clearly stated in each case what a particular aspect of the job involved and how working as a team might be used to best effect. For example waiters collecting dishes from the kitchen and then serving larger tables together so that guests receive their various orders at the same time. Weaker answers made no mention of particular tasks that had to be undertaken by members of a team such as while A does this, B will do that.
- (d) Methods of booking an excursion are well known and the topic is clearly understood. There were many excellent answers and it was very pleasing to see the majority of candidates writing with such clarity. The Internet, hotel reception/tour desk and travel agency were popular choices together with TICs and by phone. A positive attempt was made to explain the advantage of each and full marks were frequently awarded.
- (e) The key aspect of this question was the extent to which candidates were able to identify features of the chosen event and then make valid comments relating to visiting leisure tourists' needs and expectations. As pointed out in the introductory section of this report, some candidates made rather inappropriate choices and this tended to limit the amount of credit that could be awarded.

Question 3

- (a) The Fig. 3 stimulus material was very well used and the target markets of Vietnam, South Korea and Japan were readily identified by the majority of candidates.
- (b) The focus of this sub-question was on the airline and reasons for it developing new routes to China. Candidates who talked about reasons appropriate to the country rather than the airline received only limited credit. Better answers clearly pointed out and explained issues such as China's market potential, obtaining comparative advantage, maximising market share in the region, an increased route network and expanding the passenger base.
- (c) Most candidates correctly identified a series of valid positive economic impacts and then frequently explained two or all three of their choices, thus obtaining a high mark. This topic is well known and understood and it was pleasing to see many individuals clearly explaining the relationships between GDP, income levels and increased standards of living.
- (d) Knowledge and understanding of low-cost airline operating characteristics was extremely variable. Weaker responses were vague at best, clearly indicating a limited appreciation of the topic whereas other answers were quite detailed and made excellent observations for both destinations and fares. The more thoughtful candidates spoke about low-cost carriers seeking out secondary regional airports because of their lower charges and the availability of landing slots. Similarly, they then noted that low fares were possible because of the 'no frills' service provided with flexible crew rotation and charging for all extra services. There were some very mature and thoughtful responses.
- (e) There were many good answers and it was pleasing to see that candidates have an appreciation of the various ways in which visitor statistics can be used to inform tourism policy. There were some quite outstanding answers that gave consideration to issues such as identifying target markets, matching destination facilities with demand and assessing the success of past strategies. It was also very pleasing to see the accurate and appropriate use of industry terminology. Many answers would have been improved if some simple illustrations or exemplification had been offered about conditions in an area/destination with which the candidate was familiar. Too often there was a lack of final evaluative comment, even in the better answer, therefore limiting marks.

Question 4

- (a) The map in Fig. 4 needed to be interpreted for part of this sub-question. Most of the 'beach resorts' are in the south of Aruba whereas caves and other attraction sites are in the north. Candidates had difficulty in determining which were which. However, there was very little confusion with the other Fig. 4 tasks and Reina Beatrix Airport and the capital Oranjestad were both readily identified.
- (b) The advantages of staying in a private villa were clearly stated and most responses were able to offer valid explanatory comments. Privacy was considered in a variety of contexts and there were some very good observations about costs, self-catering, extra space and use of private facilities such as gardens and swimming pools. The topic was clearly understood and there were some excellent answers.
- (c) The Fig. 4 stimulus material was generally well used and most candidates were able to identify two ways in which travel to and from Aruba had been made easy for American visitors. Better responses had full reasoning while weaker answers tended to neglect this. For example, many individuals noted that USA citizens do not require a visa to enter Aruba but did not then expand their answer to explain how this made travel easier. Similarly, others tended not to explain why clearing USA customs when departing Aruba was of benefit. However, where appropriate reasoning was offered full marks could be awarded.
- (e) Thoughtful answers usually scored well but many individuals did not appreciate the wording of this sub-question. Candidates were invited to identify ways in which a natural coastline could be developed for outdoor activities. Thus, there needed to be a link between something being created and a tourist use or activity. Better responses identified things like the building of a path for walks, the opening of hire shops on the beachfront for renting equipment such as surf boards and the building of a marina for fishing or diving boats. Weaker answers tended to be lists of various activities which received only minimal credit. Fig. 4 did contain some clues for candidates but there were very few mentions of sand dunes, caves and national parks.

- (f) The concept of price variation was well handled and many candidates offered very lucid explanations of seasonality and there were some very impressive answers. Aspects of supply and demand were clearly understood and there were some very good illustrations of high and low season in different destinations. Weaker responses sometimes confused the terminology but a certain amount of credit could be awarded for valid reasoning. Very impressive responses included reference to fuel surcharges, currency fluctuations and pricing strategies and these answers were an absolute pleasure to read. This topic is clearly well taught and high marks were frequently awarded.

TRAVEL AND TOURISM

Paper 0471/02
Alternative to Coursework

Key Messages

Candidates answer four questions, each based on a short piece of stimulus material. The questions require candidates to demonstrate their knowledge and understanding of marketing and promotion within the travel and tourism industry, using the applied contexts of the stimulus material to exemplify their answers. Candidates are expected to be familiar with the range of marketing tools specified within the syllabus for this module, including the product life cycle model, SWOT analysis and PEST analysis as well as understanding the marketing mix.

General comments

Most candidates were adequately prepared for the examination and demonstrated a good level of knowledge and understanding of the principles of marketing and promotion within the travel and tourism industry. There were many instances of candidates citing industry-specific marketing practice within well-developed answers, particularly in response to the extended answer questions at the end of each subset.

Many candidates made effective use of the stimulus material to answer questions. At the lower end of performance, responses tended to be too brief, too generalised or questions were misinterpreted.

Question 1 appeared accessible to the majority of candidates, with its focus on the marketing plan of the Korea Tourism Organisation and the 'Three Kingdoms' Cultures' package.

The context of tourism in the Black Seas resorts of Romania in **Question 2** allowed many candidates to demonstrate their understanding of the marketing mix effectively. Most candidates were familiar with PEST analysis, with some clear explanations of the social and economic impacts of seasonality.

Candidates were able to use the stimulus material about the extension strategy of a small scale theme park in Auckland effectively to respond to questions on the product life cycle and aspects of the marketing mix in **Question 3**. Physical location is better understood as an aspect of 'Place' than channels of distribution.

A press release and advertisement for a luxury rail provider in **Question 4** proved to be well understood by most candidates. Marketing communication methods were clearly outlined and the majority of candidates were competent in using the AIDA model to assess the effectiveness of a given piece of promotional material.

Comments on specific questions

Question 1

This series of questions was based around stimulus material about the marketing plan of the Korea Tourism Organisation and its joint marketing campaign 'the Three Kingdoms' Cultures', with China and Japan.

- (a) (i) Candidates are expected to be familiar with the main forms of market segmentation used by travel and tourism providers to select a target market.
- (ii) Candidates were required to use the skills of application within their responses to this question, to identify three specific examples of how the Korea Tourism Organisation used the forms of market segmentation to target specific products to different customer types. Candidates need to understand that demographics relates to age and gender, for example, whereas lifestyle reflects the specific interests of a customer group.

- (b) This question allowed candidates to show their understanding of the reasons why organisations carry out market research. A common error was to explain how research data may be used to determine an organisation's strategic development. Candidates needed to focus more closely on the more obvious objectives of setting a customer profile and finding out about competition within the market.
- (c) Many candidates clearly defined the benefits of carrying out primary research instead of using secondary research data.
- (d) Responses to this question were varied. The best answers focused on the key benefits to those responsible for running the 'Three Kingdoms' Cultures' marketing campaign, such as sharing expertise and sharing advertising costs. A common error was to describe the benefits of offering a combined holiday package from the customer's perspective.

Question 2

The results of SWOT analysis carried out on seaside tourism in the Black Sea resorts of Romania provided a useful context for this series of questions.

- (a) Most candidates were able to use the provided information to correctly identify a strength, a weakness, an opportunity and a threat to seaside tourism in this area.
- (b) The best responses chose two elements from the marketing mix and gave specific examples of how these could be used more effectively by tourism providers in the Black Sea resorts, for example, using a specific marketing campaign to increase the amount of marketing communication carried out with potential tourists, in order to increase awareness of the area.
- (c) (i) Candidates are generally familiar with the acronym PEST. Candidates should be encouraged to note that the word 'economical' should not be used interchangeably with 'economic', given the clear difference in the actual meaning of these two terms.
(ii) Responses to this question were variable. There were some excellent exemplified answers showing that seasonality can have significant social and economic impacts for resorts such as those in the Black Sea region.
- (d) Responses to this question were also varied. The best answers recognised the need to examine the specific benefits to tour operators of offering 'all-inclusive' packages, in terms of increasing customer bases, market share etc. Candidates should be encouraged to consider where the focus of this type of question lies and to identify which beneficiary has been specified (in this case the tour operator and not the customer).

Question 3

Candidates were provided with information about a proposed extension to a small theme park in Auckland, New Zealand. The questions that followed used this context as their focus.

- (a) (i) Many candidates are familiar with the product life cycle model. Candidates should be encouraged to use information about a variety of different travel and tourism products, organisations and destinations, in order to select the most appropriate stage on the life cycle model for each and to justify the reasons for their choice, in preparation for this type of task.
(ii) This question was answered in many different ways. The best answers gave specific examples of a travel or tourism product at a different stage of the life cycle model and suggested decisions regarding price or promotion that the provider might make within that stage.
- (b) Candidates were expected to use their knowledge of the 'place' aspect of the marketing mix to answer this question. Most answers focused only on the more obvious 'locational factors' aspect of place, whereas the mark scheme made provision for equal marks to be awarded for both locational factors and the channel of distribution chosen by the organisation, thus limiting the marks candidates often achieved for this question.

- (c) Pricing policies used by travel and tourism organisations are often well-understood and candidates usually answer this type of question well. There were some excellent, developed answers here giving specific exemplification of how the theme park might adjust its pricing policy according to its target market or to the prevailing market conditions.
- (d) Many candidates were able to identify and explain an impressive range of different promotional methods appropriate to the theme park. Candidates should be encouraged to structure their responses to these types of evaluative questions more carefully, to ensure that they are able to access the marks available for analysis and evaluation. In such instances it might be better for candidates to discuss a more limited range of marketing communication methods, thus allowing them time within their answer to develop an argument as to which method would be the most effective for the theme park.

Question 4

This question used a press release and an advertisement for luxury rail safari holidays as its stimulus. Candidates appeared to experience no difficulty in accessing the content of these two marketing communications.

- (a) (i) Candidates must be able to define a range of different marketing communication methods and promotional techniques as part of this syllabus. Most candidates understood the term 'press release' within this question.
 - (ii) This question required candidates to identify the key benefits of a press release as a means of communication with customers. This was answered well.
- (b) (i) Candidates are becoming more familiar with the term 'distribution channel' and most were able to select the appropriate channel in response to this question. Candidates should be discouraged from writing 'Distribution Channel 1' and 'Distribution Channel 4' as their answer, as this type of response is difficult to verify.
 - (ii) Most candidates understand the concept of distribution channels and could identify and explain at least one disadvantage of only using the Internet to sell packages to customers.
- (c) This question was generally answered well. Candidates made good use of the stimulus material to explain the 'luxury' aspects of the package. There appeared some confusion between the use of the term 'specific needs of' a customer type (in this case luxury travellers) and the term 'special needs'.
- (d) There were some excellent responses to this question, with candidates carrying out a comprehensive analysis of the advertisement using each criterion of the AIDA principle effectively. Candidates needed to consider which aspect of the advertisement might attract attention or stimulate desire, for example. Those responses, which carried out an assessment of the effectiveness of this advertisement without any reference to the AIDA principle, could not be credited here.

TRAVEL AND TOURISM

Paper 0471/03

Coursework

Key Messages

Successful coursework depends on the candidate's choice of investigation. Candidates should be encouraged to select the best local example of a visitor service provider for the basis of their investigation e.g. a Tourist Information Centre, a hotel or a local tour guide company. Hospitality outlets such as franchises of large international fast food chains should be avoided, as these do not necessarily meet the syllabus requirements for this module.

It is equally important that candidates are provided with suitable opportunities to carry out both primary and secondary research to support their investigation. Access to the full range of marks for this module may be limited where candidates offer a theoretical perspective only. The focus of the investigation must relate to the marketing and promotion of visitor services within a specified organisation, or destination.

General comments

Candidates are required to carry out an in-depth investigation into the marketing and promotion of visitor services either in a selected destination or within a chosen travel and tourism organisation. Candidates then produce an individual report of up to 3000 words based on their research findings.

Coursework assignments this session demonstrated candidates' understanding of the assessment objectives for this unit. There was clear evidence of the primary and secondary research carried out as part of the investigations. Primary research was sometimes evidenced through photographs and interviews with visitor service personnel. It is important to encourage more candidates to include supporting evidence of the primary research they have carried out; witness statements or copies of the completed questionnaires can be used for this purpose.

Secondary research was carried out well as part of the coursework investigation this session, with a good range of secondary source materials being independently accessed by candidates. There was some evidence of the standard Harvard referencing model being used to cite sources of information used, and all candidates should be encouraged to incorporate this model into their final report. Many candidates seemed to understand the need to make effective use of information gathered from websites, tourism brochures and marketing materials, and there were fewer instances of secondary evidence being submitted as appendices, without direct reference within the investigation than has previously been the case.

Candidates should be encouraged to set the context of their investigation on the range of travel/tourism products and services available in their chosen destination/organisation; this session, there was better reference to the focus target market for the products and services i.e. business or leisure travellers.

As is usually the case, this session the majority of coursework assignments were professionally presented and were written in accordance with the guidelines. Most reports were written using a logical sequence, outlining the approach taken, then presenting the results of the investigation and culminating in the recommendations made for improvement to visitor service provision. Many candidates provided a clear outline to the purpose of the investigation. Most data was selected well and presented appropriately. At the highest level of performance, candidates were also able to interpret this data, in order to analyse the effectiveness of visitor service provision within a chosen destination or organisation. Candidates should be encouraged to use the higher order skills of application and interpretation rather than the more basic skills of identification and description in the main part of the report.

Centres demonstrated a good understanding of the assessment procedures for this module, with the assessment grid from the syllabus being used to record marks against each assessment objective accurately. There was some excellent evidence of Centre annotation this session, which is especially helpful in the moderation process, particularly where annotation makes specific reference to the assessment objectives.