

STANDARDS BOOKLET
O Level Travel and Tourism
Syllabus 7096

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INTRODUCTION

Cambridge O Level Travel and Tourism is assessed through one external examination; Paper 1 (Core Module) and either the alternative to coursework, Paper 2 (Marketing and Promotion) or the coursework module, Paper 3 (Coursework Investigation)

This standards booklet is designed to provide support to teachers of the subject in the following ways:

- Giving examples of candidates' responses at all achievement levels.
- Illustrating the most common errors made by candidates.
- Explaining how the mark scheme is applied to different answers.

The extracts from candidates' scripts that follow are not put forward as perfect specimen answers but are used to illustrate the way in which responses earn marks. The examples used include a range of strengths and areas for improvement, and it is hoped that tutors and students will benefit from analysing both the responses and the examiner's comments in detail.

NB Candidates' answers have been typeset, but not corrected in respect of spelling, punctuation or grammar, so represent the full ability range encountered within this award. They are taken from a range of scripts, so do not represent the true performance of two individual candidates.

QUESTIONS AND RESPONSES**Paper 1 (Core Module)****Question 1 a)**

- a) Study Fig. 1, which provides information about the islands of the Bahamas, south of Florida, USA.
- i) Name the **two** American airlines serving the Bahamas and state their US departure points. [2]
- ii) Identify **three** water-based visitor activities illustrated in Fig.1. [3]

General Comment

- a) i) Candidates are expected to be able to use the original material to identify transport providers and departure points from the provided text.
- a) ii) Candidates should be able to choose relevant examples of water-based tourist activity from the range of photographs (with captions) provided.

Individual Candidate Responses**Candidate A**

- ai) Delta, departs from Atlanta. American Airlines, connections over Miami.
- aii) Exploring by boat, Abaco; snorkelling off Nassau; swimming with dolphins, Grand Bahama Island.

Candidate B

- ai) American Airlines – Miami. Delta – Atlanta.
- aii) Three water-based activities illustrated in Fig 1 are: exploring Abaco by boat; swimming with dolphins; snorkelling off Nassau.

Examiner Comment

Both candidates were able to use the case study information to correctly identify both transport providers and the departure points used by these airlines for question ai). Both answers were awarded the maximum marks **2/2**. Both candidates also answered question aii) fully to score maximum marks **3/3**.

Question 1 b)

- b) Fig. 1 indicates that the Bahamas Tourism Institute provides a special programme for Travel Agents.
- i) Suggest what programmes like this might involve. [4]
- ii) Give **two** reasons why these programmes have been established. [4]

General Comment

- b) i) Candidates are invited to demonstrate their knowledge about the role of an overseas tourist board within this question.
- b) ii) The purpose of such Tourist Boards should be explored within the response to this particular question.

Individual Candidate Responses

Candidate A

bi) Presentations for Travel Agents to educate them about tourism in Bahamas. Agent Training providing Travel Agents with relevant information and materials. Familiarisation visits for Travel Agents.

bii) It will help for Travel Agents to promote tourism to Bahamas among their clients. Those tourists with special interest for activities offered would be duly attracted.

Candidate B

bi) A special programme to travel agents with the chance to qualify for a trip to the Bahamas.

bii) Two reasons why these programmes have been established are: to introduce the Bahamas to the world of tourism and to create a new tourist destination.

Examiner Comment

Candidate A

bi) This candidate was able to demonstrate an understanding of the role that an overseas Tourist Board plays in running specialist programmes for Travel Agents. The response gives three specific examples of how the Tourist Board and Travel Agents work in partnership, for which three marks are awarded. **3/4**

bii) To achieve maximum marks, the candidate needs to give two different reasons why such programmes have been established and to explain each reason. This candidate was awarded 2 marks out of a possible 4; the reasons are given but have not been explained.

Candidate B

bi) This candidate has not been able to demonstrate their real understanding of the role of the Tourist Board – and this response is ambiguous – it does not indicate that the trip to the Bahamas is for familiarisation purposes and that potential customers would benefit as a result of the visit. No marks were awarded for this response. **0/4**

bii) Again, the response provided by this candidate does not demonstrate clear understanding of the question or of the area being studied. The answers are very generalised and do not link specifically to the assessment objectives, which illustrate the economic benefits of destination promotion. The response made by this candidate implies that the Bahamas is a new destination, which is clearly not the case. No marks were awarded for this response. **0/4**

Question 1 c)

- c) Study Fig. 2, which provides details of a major resort in the Bahamas.
- i) Describe **three** natural visitor attractions. [3]
- ii) Identify **three** built visitor attractions. [3]

General Comment

- c) i) Candidates are expected to be able to use the original material to identify any three natural features from the photograph.
- c) ii) Candidates should be able to choose relevant examples of built attractions from the captions – candidates would be penalised for naming all three accommodation blocks as this does not demonstrate understanding of the concept of a built attraction.

Individual Candidate Responses**Candidate A**

- ci) The ocean, visitors may choose a particular hotel for the view; the paradise lagoon, a safe place to swim; the sandy beach, for sunbathing.
- cii) Mayan Temple Water Slides; Atlantis Casino; Lagoon Bar and Grill

Candidate B

- ci) Royal Stingray lagoons; paradise lagoon; Great Hall of waters
- cii) Mayan Temple Water Slides; Atlantis Casino; Poseidon Kids Pool and Play Area.

Examiner Comment**Candidate A**

- ci) Three marks awarded as the candidate has named and described the attraction of three natural features. **3/3**
- cii) Again, maximum marks awarded for the accurate identification of three built attractions. **3/3**

Candidate B

- ci) Only 1 mark awarded for this response – although a lagoon could be a natural attraction, it can only be accredited once within the same answer. Great Hall of Waters was not accepted as this is clearly a built attraction. **1/3**
- cii) Maximum marks awarded for accurate identification of three built attractions within this response. **3/3**

Question 1 d)

- d) Explain, using examples, why major resort complexes built in coastal areas may have a variety of environmental impacts. [6]

General Comment

d) This is a 'Level of Response' question, which allows candidates to demonstrate the depth of their understanding of the issues associated with environmental impacts of tourism within a destination of their choice. Marks are allocated according to a sliding scale at Level 1 (0-2 marks), Level 2 (3-4 marks) and Level 3 (5-6 marks), depending on the depth of understanding demonstrated within the candidate's answer. Both positive and negative impacts of coastal developments should be covered to gain higher grading within this question.

Individual Candidate Responses**Candidate A**

d) The activity that surrounds a major resort can have a disrupted effect on the wildlife around it, e.g. noisy water sports such as jet skis may scare off animals, as well as pollute the water with fuel leakages. Tourists may collect e.g. coral from reefs such as the Greta Barrier Reef for souvenirs, also local salesmen could collect coral to sell as souvenirs. Noise from nightclubs could be disruptive. Sand dunes protecting coastlines may be trampled and destroyed by large numbers of tourists. Litter would end up in the oceans as well as sun creams washing off swimmers could pollute the waters. However, increase interest in an area may lead to its conservation e.g. the Barrier Reefs being protected, special areas cut off from public use for research.

Candidate B

d) The negative impacts are: overcrowding caused by too many tourists visiting the resorts; rubbish – pollution caused by careless people; noise pollution can be caused by too many tourists enjoying nightlife. Inappropriate buildings being built on historical ground. The positive impacts are: historical buildings may be restored, temples, castles etc. Breeding centres for endangered animals may be opened. Museums may be opened.

Examiner Comment**Candidate A**

d) This candidate has produced a nicely balanced response, which considers both the negative and positive environmental impacts of resort development within coastal areas – all examples are relevant to the question set and are exemplified to show full understanding of the issues. This response was assessed at Level 3 – and was allocated full marks. **6/6**

Candidate B

d) This response is more limited in nature, as the candidate does not demonstrate a full understanding of the issues even though they have attempted to balance positive and negative impacts within their response. The negative impacts identified are generally environmental but have not been related specifically to the context set by the question – i.e. coastal areas. The positive impacts tend to be more social/cultural by nature and again lack the specific focus of coastal resort development. This response was assessed as a Level 1 response and was allocated only 2 marks out of a possible 6. **2/6**

Question 2a)

- a) Study Figs. 3 and 4, which provides details of the El Paraiso Hotel development in Southern Spain.
- i) Give **two** facilities at this hotel development which might appeal to leisure visitors. [2]
 - ii) Give **two** facilities at this hotel development which might appeal to business visitors. [2]

General Comment

- a) i) Candidates are expected to be able to use the original material to identify any two leisure facilities from the text provided.
- a) ii) Candidates should be able to choose relevant examples of business facilities from the text provided.

Individual Candidate Responses**Candidate A**

- ai) 18 hole golf course and live music every evening.
- a ii) Convention rooms (8-120 persons) and a free bus service from the hotel.

Candidate B

- ai) Beautiful gardens and outdoor swimming pool
- a ii) Convention rooms for 8 –120 persons and tennis courts.

Examiner Comment**Candidate A and B**

Both candidates here were awarded full marks for both responses. Both candidates were able to identify correctly the visitor appeal of different facilities for different customer types.

4/4

Question 2b)

- b) The hotel employs a wide variety of staff. Explain how the following groups of hotel workers contribute to guest satisfaction:
- i) Hotel bus drivers [3]
 - ii) Beach Club attendants [3]

General Comment

b) i) and ii) Candidates should use this question to demonstrate their understanding of key aspects of customer service within given job roles. Characteristics should be job specific to gain maximum marks.

Individual Candidate Responses

Candidate A

bi) Bus drivers who are prompt, arrive when they are supposed to, polite and greet their passengers and who are knowledgeable , please their customers.

bii) They provide services to guests such as getting them towels, drinks from the bar, helping guests if they have a heavy load to carry and possibly taking orders for meals from the restaurant.

Candidate B

bi) Reliability, responsibility and trust.

bii) By adding value to the service, by giving the preferred service, by giving the timely service.

Examiner Comment

Candidate A

bi) This candidate has tried to relate their response specifically to the role of a bus driver, finding relevant customer service examples linked to this particular job role. The response gives two definite examples and is therefore awarded one mark each for promptness and knowledge. **2/3**

bii) This response demonstrates a similar attempt to be job role specific and gives three realistic examples – one mark is awarded for each of the following examples – getting towels, helping with heavy loads and taking meal orders. Maximum marks achieved. **3/3**

Candidate B

bi) Although all of the characteristics listed in this response are key aspects of customer service, they are very generalised and could apply to any job role. No marks were awarded as this candidate has not been able to apply their understanding of the syllabus to the given context of the question. **0/3**

bii) As above. The response is generic of all customer service, rather than specific to the specified job role, so again no marks were awarded. **0/3**

Question 2c)

c) Explain why many hotels have a customer satisfaction questionnaire. [4]

General Comment

c) Candidates are being asked to consider reasons why a customer satisfaction questionnaire would benefit those organisations that conduct them.

Individual Candidate Responses

Candidate A

c) This is to try and reduce customer complaints, to show customers that you are interested in their needs. Questionnaires help the hotel to see what can be done to improve and determine customer care as well as ideas for other improvements. It is a form of primary research.

Candidate B

c) Many hotels have a customer satisfaction questionnaire to find out if their customers are happy and the questionnaire is also there for visitors to comment on what they didn't like about the hotel so the hotel can correct their mistake and become a better hotel.

Examiner Comment

Candidate A

c) This candidate makes four separate points, each relevant to the question and is awarded full marks for this response accordingly. **4/4**

Candidate B

c) This candidate attempts to provide an amplified response to the question and makes only really one relevant point – that of allowing the hotel to identify improvements it can make. The response is awarded only one mark. **1/4**

Question 2d)

d) Describe the range of additional services that you would expect to be available to guests staying at luxury hotels such as the El Paraiso. [5]

General Comment

d) This question invites candidates to demonstrate their knowledge of ancillary tourism services.

Individual Candidate Responses

Candidate A

d) Shopping areas within the hotel; 24 hour room service; Business Centres; Variety of restaurants offering different cuisines; nightclubs and discotheques for nightly entertainment; secretarial services; babysitting services; laundry services.

Candidate B

d) One would expect all the basic accommodation requirements, from comfortable beds and furniture to 24 hr room service and night porters. Telephones and fire regulations, facilities for the disabled as well as a restaurant would be expected.

Examiner Comment**Candidate A**

This candidate identifies a full range of ancillary services and achieves maximum marks for the response. **5/5**

Candidate B

This candidate does not differentiate between basic services and ancillary services sufficiently and is awarded one mark for 24 hr room service only, as the other listed services are normally provided as part of the basic entitlement. **1/5**

Question 2e)

- e) Many destinations have been used to host major international sporting events. Choose **one** example of an event like this and discuss the impacts which it has had on the local economy. [6]

General Comment

e) This is a 'Level of Response' question, which allows candidates to demonstrate the depth of their understanding of the issues associated with economic impacts of tourism within a destination of their choice. Marks are allocated according to a sliding scale at Level 1 (0-2 marks), Level 2 (3-4 marks) and Level 3 (5-6 marks), depending on the depth of understanding demonstrated within the candidate's answer. Both positive and negative impacts on the local economy should be identified and described to achieve higher marks and all candidates are expected to name a relevant example of a sporting event.

Individual Candidate Responses**Candidate A**

e) Such an example would be the World Cup Horse Racing , held in Dubai. An event like this would have both positive and negative effects. A large event like this encourages tourism, bringing in for example, consumption spending at immediate disposal as well as adding to the multiplier effect. People not only spend money on accommodation and catering but also shopping. It creates employment. People make an income, have money and raise standards of living. The money filters into the economy, improvements begin to take place such as on the infrastructure. This type of tourism is an invisible export but leakages can occur especially in the case of foreign owned hotel groups. If goods on offer do not reach standards of the consumer, imports have to be made, resulting in leakage. The economy may become reliant on this form of income, which only happens every few years or annually.

Candidate B

e) Positive : winter sports – improved infrastructure; foreign money coming into country; improved standards of living. Negative: Prices go up to help infrastructure; locals can no longer afford to live in tourist area; crime increase.

Examiner Comment**Candidate A**

e) This candidate is able to demonstrate a high level of understanding of the issues associated with hosting international sporting events and the probable impacts on the local economy. A relevant example of such a sporting event has been selected and the concept of the multiplier effect has been well explained. Both the long and short term impacts on the economy have been considered – a fully developed answer which is awarded Level 3 and maximum marks. **6/6**

Candidate B

e) This candidate has identified a few of the key issues associated with the topic, but has not been able to demonstrate the necessary ability to apply these to the question set. The response does not identify a named sporting event and therefore makes generalised statements only. The response is in bullet point format and does not allow the candidate to fully explore the issues raised. The concept of the multiplier effect has not been raised therefore this candidate is awarded Level 1 for their response. **1/6**

Question 3 a)

- 3) Study Figs 5 and 6 about the Maldives, a group of islands off the coast of India.
- a) Using information provided in Fig 5 and your own knowledge, answer the following questions.
- i) Name the ocean in which the Maldives are situated. [1]
 - ii) Will local time in the Maldives be the same as, behind or ahead of GMT? [1]
 - iii) Which atoll is the site of the Maldives' International Airport? [1]
 - iv) The Maldives is an Islamic state. Identify **two** cultural aspects that visitors to the islands are advised to respect. [2]

General Comment

This question is designed to test candidates' knowledge and understanding of global features, and time zones. It also enables them to use source materials effectively to extract key information quickly.

Individual Candidate Responses**Candidate A**

- i) Indian Ocean
- ii) Will be ahead
- iii) North Male Atoll
- iv) Dressing and Import of alcohol.

Candidate B

- i) The Indian Ocean
- ii) Local time will be ahead of GMT
- iii) North Male Atoll

- iv) Dress code – respect when locals are around; religion – don't go places where you're not supposed to

Examiner Comment

Candidate A

All answers are correct – concise information extracted from text accurately, scoring maximum marks. **5/5**

Candidate B

Answers to questions i) – iii) correct. This candidate tries to demonstrate own knowledge in answer to question iv), rather than using information from text and as a result loses one mark for the incorrect response about visiting religious places. **4/5**

Question 3 b)

- b) Using information from Fig 6, answer the following questions:
- i) State the basic cost in GBP (£s) for one person going on holiday XTFZH at the end of January. [1]
 - ii) Identify **four** services provided on board the vessel "Maldivian Romance". [4]
 - iii) Give **two** reasons why this holiday is a good way to explore the Maldives. [4]

General Comment

This question allows candidates to demonstrate a range of skills, including extracting pricing information from relevant source materials, recognising the range of support facilities available to travel and tourism customers and being able to describe visitor appeal. Again, the text provides all of the relevant information for candidates to select.

Individual Candidate Responses

Candidate A

- i) £999 for one person at the end of January.
- ii) Four services are: daytime and evening entertainment; daily maid service; sundeck; lounge
- iii) As Maldives is made of many small islands, sailing is the best way to explore. Exploring this way, the hassle of packing and unpacking is done away with, allowing more time for the exploration.

Candidate B

- i) 999
- ii) Helpful and professional staff; solitude atmosphere; friendly atmosphere; comfortable and relaxed atmosphere
- iii) There are stop offs, and every time you stop you can snorkel, have a guided tour, a beach party and go souvenir shopping. There are plenty of fun things to do to get tourists interested.

Examiner Comment**Candidate A**

This candidate was able to extract relevant information from the provided text to score full marks on questions i) and ii). The third question was awarded 3 out of a possible 4 marks; it was felt that the first reason was fully explained – the most appropriate method of transport to take in this group of islands. The second reason – about holiday convenience was not fully explained, therefore attracted only 1 out of the 2 available marks. **8/9**

Candidate B

This candidate answered the first question correctly, although it would have been beneficial to demonstrate an understanding of currency by using the correct symbol to precede the figure. No marks were awarded for the second question – this candidate clearly did not understand the key term ‘service’ from the syllabus – and tried to use aspects of from their knowledge of customer service to answer this question. The final response attracted 1 mark out of a possible 4 for the concept of snorkelling in a variety of locations. This is not fully explained and other parts of the response do not demonstrate the necessary understanding of specific visitor appeal – they are very generalised and could relate to any destination. **2/9**

Question 3 c)

- c) Tourists arriving in the Maldives can combine their visit with a stay at another destination. Identify the key components of a ‘twin-centre’ package. [5]

General Comment

Candidates are given an opportunity here to demonstrate their understanding of specific travel and tourism products. They should recognise the main components that comprise any holiday package – i.e. transport to destination, accommodation and meal deals and ancillary services. They should also be able to recognise the need for transfer arrangements between centres.

Individual Candidate Responses**Candidate A**

Transport is required, which is generally by air, depending on distances. A transfer would be needed to get to your first centre. Accommodation and catering should be components of the package at both centres. Transfers between centres will also be necessary.

Candidate B

A ‘twin-centre’ package means that the tourist will visit and stay at 2 different destinations. Transport, transfers, bookings and catering are all pre-arranged by the tour operator, as well as any activities that may be requested by the tourist.

Examiner Comment**Candidate A and Candidate B**

Both responses show a reasonable level of understanding of the main components of a holiday package. However, neither candidate is able to fully apply their understanding to the context set by this question. Both responses were awarded 3 out of a possible 5 marks. The first candidate implies that a 'twin-centre' package will involve travelling to and staying in more than one destination, but does not make this explicit. The second candidate makes this point explicitly and is awarded a mark for this. The first candidate correctly identifies air transport as a major component of a twin centre package to the Maldives. The second candidate is more vague, mentioning only transport. Both candidates identify catering and transfers as being essential components, but the second candidate does not make reference to accommodation. Neither candidate outlines the sequence of components from one destination to the next, which limits the marks achieved by their responses. **3/5**

Question 3 d)

- d) With reference to examples with which you are familiar, discuss how specific landscape features can be developed for tourism purposes. [6]

General Comment

This is a 'Level of Response' question, allowing candidates the opportunity to explore their knowledge and understanding of the development of physical features for tourism purposes. Stronger candidates should be able to respond with specific named examples of how landscape features have been developed for tourism purposes, whilst less able candidates may write in more generalised terms.

Individual Candidate Responses**Candidate A**

The natural landscape often attracts tourism, especially if there are any natural heritage sites. The relief of the land encourages hiking, mountain climbing or game driving. Water sources offer much to tourism and operators may develop activities. Flat, accessible land leads to building of hotels and lodges as well as shopping complexes. Infrastructure develops, such as roads and airdromes. E.g. The Victoria Falls, NW Zimbabwe: features of the landscape include the falls on the Zambezi river, the rapids bring about activities such as white water rafting, the gorge; bungee jumping; flat wild savannah for animals encourage tourists to take guided walks, horse rides and game drives. Cleared landscape has allowed the development of the infrastructure such as an airdrome and a shopping complex close to all tourist accommodation. Another example is lake Kariba, Northern Zimbabwe, the lake allows for water sports and activities.

Candidate B

More trees and greenery can be planted around the tourist destination. Man made lakes and lagoons can be made (such as the flamingo lake in Dubai, U.A.E.) Breeding facilities can be introduced so there is more wild life on the destination. Constant cleaning can keep all features suitable for tourists' satisfaction.

Examiner Comment

There is a clear distinction between the level of understanding demonstrated in these two responses. This is not only apparent in the length of response, but the use of specific travel and tourism terminology and general sophistication of language used. There is also a clear difference in the use of exemplification between the two responses.

Candidate A

This candidate was awarded maximum marks for this response. There is excellent evidence to support the full understanding of the key issues addressed by this question – the candidate has focussed solely on the topic of the development of natural features for tourism purposes and is able to provide a theoretical response to the question in the first instance, using key terminology competently and confidently to reinforce the examples given. The response is then further developed to provide a named example of a natural area which has been developed for tourism purposes. This provides further illustration of the candidates excellent understanding of the issues involved and an ability to apply understanding within a given situation. Level 3 awarded. **6/6**

Candidate B

The response from this candidate is obviously much more limited. There is no real demonstration of an understanding of the key terminology 'natural landscape features' – as this candidate makes reference only to trees and greenery, which are not the most obvious landscape features to attract tourism. The candidate then veers away from the set question to refer to manmade features. This detracts from the expected response and gains no credit. The named example of the Flamingo Lagoon in Dubai therefore does little to aid this candidate in achieving higher grading, for its irrelevancy. The only part of the response which really attracts accreditation is its reference to the introduction of more wildlife as a means of increasing visitor numbers. Level 1 response, gaining only 1 mark. **1/6**

Question 4 a)

- a) Study Figs. 7 and 8, which contain information relating to Hong Kong.
- i) Identify **two** named accommodation providers in Hong Kong. [2]
 - ii) Explain the visitor appeal of **two** festivals described in Fig. 8. [4]

General Comment

This question again allows candidates to use authentic source materials to extract key information about the travel and tourism industry. They must be able to identify named accommodation providers from the text provided and should also apply their understanding of the concept of visitor appeal to the given examples of festivals. It is expected that candidates should choose two examples of festivals and develop their explanation of why each might appeal to tourists.

Individual Candidate Responses**Candidate A**

- i) The Great Eagle Hotel and the Marco Polo Hotel
- ii) Sale of the New Century – Hong Kong is already known for its low priced clothing. An even further reduction in price would attract thrift-shoppers who love travel. Hong Kong Lights Up – Hong Kong is known for its light shows especially around the time of its Chinese New Year which falls around January and February.

Candidate B

- i) Buddhist Chi Lin Nunnery in Diamond Hill, Kowloon and the Marco Polo Hotel
- ii) Hong Kong Light Festival – one of the most spectacular light shows. Hong Kong Flower Festival – floral displays in parks, gardens, hotels and malls is a beautiful sight for tourists.

Examiner Comment

Candidate A

- i) Appropriate examples of named accommodation providers are given, thus achieving full marks for this question. **2/2**
- ii) Each of the selected festivals have been carefully considered to identify reasons for their appeal to tourists – Sale of the New Century – reduced priced clothing for travellers and Light Up – light shows for Chinese New Year. (One reason for first festival's appeal attracts only one mark; two reasons for the appeal of the second festival) **3/4**

Candidate B

- i) Marco Polo Hotel credited but not the nunnery. **1/2**
- ii) Only one reason for visitor appeal given for each festival, therefore only 2 out of the possible 4 marks awarded. **2/4**

Question 4 b)

- b) Using information in Fig. 7, explain the role of national tourist boards such as the Hong Kong Tourist Board. [3]

General Comment

This question asks candidates to prove their understanding of the role played by national tourist boards in developing tourism policy and promotion. Any three realistic statements relating to the intentions of tourist boards will be accredited here.

Individual Candidate Responses

Candidate A

The role of national tourist boards is to promote the country and persuade people to come to that country, to increase the number of visitors visiting and to persuade visitors to not go to well known parts but to new tourist destinations.

Candidate B

The Hong Kong Tourist Board has had to work hard to convince visitors and potential visitors that the city has not much changed since its return to China and also that the territory is relatively safe, that is, especially from the Communist rule and influence of China.

Examiner Comment**Candidate A**

Although the language used in formulating this response is not particularly sophisticated, three distinct roles of any national tourist board have been clearly identified (promotion, increase visitor numbers, raise awareness of new destinations). This response achieved maximum marks. **3/3**

Candidate B

This candidate attempted to use knowledge of the political situation in Hong Kong to answer this question. However, the information provided, whilst factually accurate, does not relate specifically to the question asked, therefore was awarded no marks. In this instance, this candidate would have benefited from a more generalised response about roles fulfilled by all tourist boards rather than trying to focus specifically on the example of the Hong Kong Tourist Board. **0/3**

Question 4 c)

- 4) Describe the procedures that should be followed when
- i) a travel agent is asked to make a reservation for an economy return flight from London to Hong Kong. [3]
 - ii) a travel agent is asked for details of Hong Kong Events to be held in 2002. [3]

General Comment

This two-part question tests candidates' understanding of the working practices of the travel and tourism industry in a given vocational context – that of the work undertaken by a travel agent. It enables candidates to display an awareness of the specific procedures that should be adhered to when making bookings as well as recommending appropriate sources of information for specific tourist destinations.

Individual Candidate Responses**Candidate A**

- i) Travel agent collects from client all necessary information (dates of departure/return etc). Open a reservation file. Check availability of seats and make the booking. Get advance payment and issue receipt. Prepare final invoice and send documents to client.
- ii) The agent must use various sources of information e.g. Internet, travel booklets etc to find out major events. The agent should ask if the customer is looking for something specific so to avoid giving needless information. The agent will prepare a suggested itinerary and will make any requested bookings.

Candidate B

- i) Documents should be verified (made). Time and date of journey should be identified. Reservations and ticketing done.
- ii) Find the necessary information through brochures, websites, colleagues etc. Present information to the client.

Examiner Comment**Candidate A**

- i) Full marks achieved for this response, which demonstrates an excellent understanding of the normal procedures a travel agent would adopt in such circumstances. There are more than three basic stages clearly identified in the correct sequence. **3/3**
- ii) Again, very clear stages have been identified, including appropriate sources of information. Maximum marks awarded for this detailed response. **3/3**

Candidate B

- i) This response lacks specific detail. It is not clear which documents the candidate is referring to in the first statement. How to make reservations is not explained. Therefore only one mark is awarded for the identification of journey dates/times. **1/3**
- ii) The response again lacks specific detail. Appropriate sources of reference materials are identified earning one mark. The way in which information is to be presented to the client is not made explicit, nor the type of information being sought. **1/3**

Question 4 d)

- d) Fig 8 states that Virgin Atlantic operates 9 flights per week between London and Hong Kong. How can Virgin Atlantic increase the volume of its travel agency sales? [4]

General Comment

Candidates are invited to discuss strategies that could be used to generate an increased number of sales. This requires them to consider different promotional techniques that could be used by an airline company through the intermediary of a travel agent. Two examples, which are explained, will gain maximum credit.

Individual Candidate Responses**Candidate A**

The agency may:

- Advertise its airlines
- May use product differentiation – lead people to think they are better
- Give discounts at certain times
- Offer customer loyalty schemes

Candidate B

Discounts; improve quality of services; provide extra in-flight services; introduce frequent flyer programmes.

Examiner Comment**Candidate A**

The emphasis here must be on promotional techniques employed by travel agents to increase sales. The first three bullet points were accepted as measures that the travel agency could take, whilst the fourth is a technique that the airline itself would adopt. **3/4**

Candidate B

This candidate has fallen foul of the trap of not reading the question properly here and has provided three examples of measures that the airline itself could take and only one example of how the travel agent could increase sales i.e. through discounts. **1/4**

Question 4 e)

- e) Hong Kong is a major air transport gateway destination. Discuss how such locations deal with large numbers of visitor arrivals. [6]

General Comment

This is a 'Level of Response' question relating to candidates' awareness of visitor management issues. Level 1 candidates usually only demonstrate a basic understanding of the concept of a gateway destination and would be expected to make generalised comments about visitor management, linked to more obvious airport facilities. Level 2 candidates have a better understanding of the issues and provide some exemplification. Level 3 candidates would be expected to provide a more balanced perspective of the issues, both at the air terminal and within the destination itself, making good use of exemplification.

Individual Candidate Responses**Candidate A**

As the airport in Hong Kong is international, there needs to be translations for the Chinese on the signs. Directional signs should be clearly visible and give straight directions. There should be maps and information centres placed throughout the airport for travellers trying to find their airlines, gates or even exits, as well as duty free shops and money exchange bureaus. There should be wide passageways to deal with the numerous visitors, with no articles in the path so as not to block up the flow of traffic. There should be persons trained in emergency medical and fire procedures as anything can happen in a large place with people rushing about. They should also have training sessions for all airport employees so that they will remain calm in a crisis or even just having to deal with so many persons throughout the day. Such locations must also provide a multitude of ways for tourists to follow through to their ultimate destination e.g. subways, taxis etc linked to the airport.

Candidate B

Hong Kong's airport is large. It has a clean and happy environment. Hotels, a wide range of connecting flights, a wide range of duty free shops and restaurants and bars.

Examiner Comment**Candidate A**

This response is well developed and demonstrates a good understanding of the visitor management issues of a large transport gateway destination. There is good use of exemplification about specific management issues – clear signage, wide access routes as well as an understanding that as a gateway destination transfer methods will also be required to enable visitors to exit the airport with ease. The language is generally appropriate, although not the most sophisticated. Statements are made confidently and general theory is applied within the context set by the question. Level 3 was awarded for this response, although maximum marks were not achieved. **5/6**

Candidate B

This was a very limited response to the question. The candidate was clearly not confident about the concept of a gateway destination and confined comments to large international airports in the broadest sense. Language is limited here – the response is mainly in bullet point format, which does not allow the candidate to expand or explain their understanding. Level 1 was awarded. **1/6**

Paper 1 (Core Module) - Overall Comments on Candidate Performance

Had the responses used within these examples been produced by two real candidates (rather than being a composite of responses from a sample of 6 actual candidates), Candidate A would have scored a total of 90/100, which would have represented a solid Distinction level performance. Candidate B would have scored 35/100, which would have been a Fail.

These examples have been used to demonstrate the range of ability encountered across individual questions and the assessment that such responses attracted. It is hoped that these will provide typical illustrations of good practice and help prepare candidates better for future examinations in the Core Module.

QUESTIONS AND RESPONSES**Paper 2 (Marketing and Promotion)****Question 1**

“The growth of tourism has averaged more than 9.5% a year overall, whereas in India, there is an annual growth rate of just 7.3%.” (Andhra Pradesh Tourism Policy website – “Vision of the Future”). Andhra Pradesh is one of the states of India.

Tourism therefore features highly in the development of the Andhra Pradesh State economy. However, in order to fully realise the tourism potential of the area, it is necessary that investment from the Indian Government and private sector are increased, that tourism products are improved and that human resources are developed more efficiently. Other important measures in achieving success in the development of Andhra Pradesh as the “destination state of India” relate to the effective promotion of new destinations and focused marketing efforts in general.

- a) What are the **three** main aims of the Indian Government’s target figure for 2.8 million international arrivals each year to Andhra Pradesh by the year 2020? [3]

General Comment

This question allows candidates to consider reasons why tourism marketing and promotion are important to those involved in tourism provision. Using a case study such as this provides an applied situation through which candidates can explain their knowledge of general marketing aims and objectives.

Individual Candidate Responses**Candidate A**

- a) The main aims are: i) to market India so as to bring in tourists ii) increase profits for the economy and iii) to target different tourist segments.

Candidate B

- a) Tourism products are to be improved; new destinations; focusing on marketing efforts.

Examiner Comment**Candidate A**

The first two aims provided by this candidate demonstrate a clear understanding of why marketing of the area is important. The third aim is too vague and is a tool of marketing rather than an aim. **2/3**

Candidate B

This candidate has tried to use the stimulus material to draw out information for their response. Each of the three statements are phrases lifted directly from the stimulus material and have not been used to reflect the candidate’s understanding of what this question required. One mark was awarded for the concept of trying to improve tourism products through marketing efforts. **1/3**

Question 1 b)

- b) As part of the strategic development of tourism in the area, it will be essential for the Indian Government to target a suitable market. Research data indicates that the average stay of tourists is 2 ½ days in Tirupati in Andhra Pradesh, with an average visitor spend of 146 rupees per day.
- i) What type of data is currently available? [1]
 - ii) Choose **two** research methods which might have been used originally to obtain this data. [2]
 - iii) Identify **three** other sources of data which the Indian Government might use to extend their research into potential tourist markets. [3]

General Comment

This three-part question provides an opportunity for candidates to demonstrate their understanding of the market research process. They are able to explore the range of research data types commonly used by tourism providers, as well as identifying the variety of sources of research information that can be accessed by tourism organisations and research methods commonly employed.

Individual Candidate Responses**Candidate A**

- i) Market research data.
- ii) Surveys and questionnaires might have been used to obtain this data.
- iii) Three other sources of data are: visitor arrival statistics available from annual tourism reports; media reports published by international tourism associations; hotel databases.

Candidate B

- i) C.R.S
- ii) Primary and secondary research
- iii) Advertising on TV, radio, leaflets, magazines; travel agents; tour operators.

Examiner Comment**Candidate A**

- i) This response is very vague and shows that the candidate did not fully understand the question. Very few candidates in this examination series were able to differentiate between qualitative and quantitative data types, as required by this question. **0/1**
- ii) Full marks awarded for recognising that quantitative data is obtained through primary research methods – and then correctly selecting two appropriate primary research methods – questionnaires and surveys. **2/2**
- iii) A range of appropriate internal and external sources of tourism information has been selected here to achieve full marks. **3/3**

Candidate B

- i) Inappropriate response – a Central Reservation System is not a **type** of data in itself; it may be a useful **source** of data. **0/1**
- ii) Primary and Secondary are research techniques rather than examples of specific research methods required by this question. **0/2**
- iii) Advertising is not a source of data; travel agents and tour operators could be, but this candidate needs to be more specific in their response, identifying records held by these tourism providers in the form of customer databases or numbers of bookings are examples of sources of information. **1/3**

Question 1c)

- c) A marketing consultancy firm (McKinsey & Co) was employed by the Indian Government to carry out a marketing analysis of the Andhra Pradesh region. These were some of their findings.

Place the letter for each statement (A-H) under the correct SWOT heading in the boxes:

Strengths	Weaknesses
Opportunities	Threats

- A** There is a lack of developed infrastructure in the area.
- B** Private sector enterprise is expanding.
- C** As a late starter, Andhra Pradesh can learn from earlier developers of tourism, to provide a product which is "participative, responsible and sustainable".
- D** There is vast, unexplored potential in heritage, pilgrimage and beach tourism in the region.
- E** The principal travel gateways are located outside the state of Andhra Pradesh.
- F** Competition may occur from similar existing and future destinations.
- G** There already exists a huge domestic tourism market within India.
- H** There is limited market segmentation within the current promotion of the area. [8]

General Comment

Similar style questions have been included in the series of examination papers for this module. Candidates are asked to consider a full situational analysis of a given case study destination, and to match statements to the appropriate sections of the SWOT box. This requires an applied skill in differentiating between the internal and external influences as well as looking for key words within the statements.

Individual Candidate Responses

Candidate A

Strengths G, B	Weaknesses A, H
Opportunities D, C	Threats E, F

Candidate B

Strengths C, D	Weaknesses A, E, H
Opportunities B, G	Threats F

Examiner Comment**Candidate A**

This candidate made a good attempt to match statements to the SWOT categories and achieved 6 out of 8 in the correct position. This demonstrates a good level of understanding of internal/external influences. **6/8**

Candidate B

This candidate achieved only 3 out of the 8 statements positioned correctly. Language level may have been an issue in this instance, as key words from the statements were clearly overlooked – e.g. “unexplored potential” should have led to a match with opportunity. **3/8**

Question 1d)

- d) In creating a tourism product, the tourist authorities in Andhra Pradesh will need to develop an effective Marketing Mix.

Explain how the four elements of the Marketing Mix will contribute to the marketing of Andhra Pradesh as “the destination state of India”. [8]

General Comment

This Level of Response question requires candidates to demonstrate their clear appreciation of how the four distinct elements of the Marketing Mix interact. Weaker candidates generally write simplistic sentences about each of the four components of the Marketing Mix and are not able to connect their importance in creating an overall tourism product to attract a greater number of visitors. Level 2 candidates are better able to establish the links between each of the components and start to develop examples from the given case study, whilst Level 3 candidates provide a balanced response addressing each of the four elements and an analysis of their importance within the chosen destination.

Individual Candidate Responses

Candidate A

Product: A package tour of India including a stay at Andhra Pradesh. An airline bringing the tourist to India, transfers to Andhra Pradesh, a hotel providing the customer with accommodation to stay with very good facilities, attractions included in the package to let the tourist explore the place, enjoy and spend time with locals and culture in order to spend money. A longer stay in the area. All these components help it be a successful product. Price: As it is an unknown destination, people would not pay a very high price. Therefore penetration pricing would help the package to establish and enter the market in order to attract customers. Customers would pay a reasonable price and spend money in the area. We could use promotional pricing which would appeal more to customers. Place: Tour operator would put package together and fix a price to sell it to retailers, travel agents. Generally sold in small part of world, e.g. Europe first, in order to test the product and see people's reactions and impressions. Promotions: Provide booklets and leaflets informing on the hotel, area around and attractions. Also inform on Indian culture, to attract the tourist. Promote the area as the destination of India. With promoting on Indian food, dances, dress and attractions such as beaches.

All four elements would contribute to marketing, if they combine well with each other then the marketing would be successful.

Candidate B

The product itself must be taken into account, who is interested in purchasing the product? A target market must be selected. The place the advertising is put will affect the success of the campaign. For example, elderly couples won't see posters placed in 'trendy' areas or watch adverts on late night TV. The pricing strategy must be decided so the places promoted reflect the product, the same is true of promotion, which must reflect the product and price. E.g. if the holiday is expensive, cheap adverts will create the wrong impression.

Examiner Comment

Candidate A

This candidate provides a full response, which correctly identifies all four elements of the Marketing Mix and which addresses each component thoroughly. There is good exemplification using specific illustrations from the case study and a brief attempt to interlink the components towards the end of the response. This was awarded Level 3. **7/8**

Candidate B

This response is more limited. It clearly identifies the four components of the Marketing Mix and is able to make relevant comments about each, but none of this has been applied to the case study area of Andhra Pradesh. There is no real sense of the importance of interplay between each component. The candidate was awarded Level 1. **3/8**

Question 2 a)

- a) Airline companies, such as Emirates, have recognised the need to offer differentiated travel products.
- i) What is the main product offered by the Emirates airline company? [1]
 - ii) Name **two** additional services you might associate with this product. [2]

General Comment

This question has been designed to allow candidates to demonstrate their understanding of the main differences between travel and tourism products and services. This is an aspect of the syllabus that often causes some confusion – the typical tourism product appears intangible in comparison with traditional business examples of more tangible products.

Individual Candidate Responses**Candidate A**

- i) Air travel
- ii) In-flight entertainment; meals on long-haul flights

Candidate B

- i) Holiday packages
- ii) Charter flights and scheduled flights

Examiner Comment**Candidate A**

i) and ii) Both responses were accurate and were awarded full marks. **3/3**

Candidate B

i) and ii) This candidate misinterpreted the definitions of products and services within this question and confused this with other aspects of the syllabus. No marks were awarded. **0/3**

Question 2 b)

- b) Provide a customer profile of the market segment most likely to be attracted to the Business Class product offered by an airline company. [6]

General Comment

The question requires candidates to consider aspects of product differentiation and market segmentation within a given context. Building a customer profile allows the exploration of typical characteristics of customers who would use the Business Class product and candidates were awarded marks for expanded responses, rather than having to identify 6 distinct characteristics.

Individual Candidate Responses**Candidate A**

The customer is likely to be a Business Traveller, who can afford higher prices of scheduled flights because they do not pay for the ticket themselves. The customer will want fast connections with little hassle. Possibly middle aged; no children with them; travelling singly or in a small group. Usually travelling to major hubs from international airports. Stopovers are usually unwanted. They prefer extra legroom for travelling long hours.

Candidate B

It would mostly cater for business people. They would mostly fly first class, they would want ground transfers, easy access to transportation, equipped facilities at hotels, such as conference rooms; availability of hotel rooms, good eating facilities and internet access.

Examiner Comment**Candidate A**

This candidate provides a focused response, which demonstrates a good level of understanding of the concept of customer profiling. The key characteristics of a Business Class customer have been identified and some are well exemplified. **6/6**

Candidate B

This candidate is more limited in their understanding of the question. There is little evidence of a customer profile having been attempted and there has been some confusion with the concept of a business traveller, rather than a Business Class customer. No marks were awarded for this very generalised response. **0/6**

Question 2 c)

- c) Discuss how the provision of services for Business Class passengers differs from those in Economy Class. [6]

General Comment

This is a continuation of the previous question, asking for a clear comparison of two differentiated products. This is a Level of Response question, allowing candidates to develop their use of comparative language to explore the main similarities and differences in the product offered to two types of customers. Level 1 candidates would demonstrate limited understanding of the differences in expectations whereas Level 2 and Level 3 candidates would be able to differentiate between the customer types and the products available.

Individual Candidate Responses**Candidate A**

Business Class are offered more facilities e.g. more comfort, private desk to work, welcome drink, big spacious seats, own lamp light. They are paid more attention. The food offered is better and more variety than in Economy Class. Extra facilities are available like private TV and films. Free gifts are given. Bigger choice of magazines and newspapers. The service is quicker and more efficient. There is extra care and quality.

Candidate B

The Economy Class would most probably use charter flights as they don't run as regularly and you book in advance. A businessperson wouldn't book in advance to go on holiday. As well a businessperson wouldn't go on a flight full of screaming kids running up and down the aisles, whilst they are trying to work.

Examiner Comment

There is an obvious distinction between the levels of understanding demonstrated in these two responses.

Candidate A

This candidate makes a good attempt to use comparative language, focusing in on some of the more obvious differences in the standard of service expected between these two products. A wide range of examples is used to support the answer. This response was awarded Level 3. **5/6**

Candidate B

This candidate is unclear of the demands of this question and writes in very generalised terms. Examples are unsophisticated and do not reflect any real understanding of the issues. The language is simplistic and does not compare – it merely lists aspects expected. Low Level 1 awarded. **1/6**

Question 2 d)

d) How could geographical factors influence the target market for an airline? [2]

General Comment

Again, this question targets candidates' understanding of market segmentation and its influence on specific travel products.

Individual Candidate Responses**Candidate A**

People living close to the sea may choose to use a ferry instead; people living in more developed countries can afford to fly more often.

Candidate B

It could influence the target market because people may live too far away from the airport.

Examiner Comment**Candidate A**

Both aspects of this response are relevant to the question and achieve full marks. **2/2**

Candidate B

One relevant point has been made – therefore one mark awarded. **1/2**

Question 2 e)

- e) Explain how a transport provider such as Emirates creates a brand image, and give reasons why this is important to the organisation. [8]

General Comment

This is a Level of Response question, which tests candidates' understanding of the concept of brand image. High-level responses will include a clear explanation of the role of USP, pricing strategies and other specific product features linked to transport provision. There will also be an explanation of the impact of a positive brand image on an organisation. Weaker candidates will find it more difficult to articulate these ideas.

Individual Candidate Responses**Candidate A**

If Emirates has a brand image that means it will have a good reputation, customers will be confident to fly with this airline and it will create profit for the company. Their trademark will distinguish them from any other transport provider. In this way it is easy for customers to acknowledge their product and keep coming back. This keeps away the competition. Having a brand image can help them increase sales.

Candidate B

They could provide quality service. They could provide a frequent flyer programme. They could charge reduced prices. They could have travel partners e.g. car hire companies. They could provide complementary vouchers that passengers could use at selected outlets.

Examiner Comment

Neither of these responses was awarded full marks, as the candidates were not able to demonstrate a real understanding of branding. The main difference in the quality of responses from these two candidates is the fact that Candidate A attempts to address both aspects of the question – i.e. how to create brand image and why this is important to organisations. Candidate B, on the other hand, only attempts the first of these aspects in their response.

Candidate A

This response does not provide a detailed explanation of brand image, although there is some illustration of ways in which branding occurs. The importance of this aspect of marketing to a specific organisation is covered reasonably well. The response was awarded Level 2. **4/8**

Candidate B

A list of possible marketing techniques has been provided but this is neither explained nor related specifically to the concept of branding. The candidate also fails to address the second part of the question, which asks for reasons why branding is important to organisations. The response was awarded Level 1. **2/8**

Question 3 a)

- a) Study Fig. 1 - promotional material designed to attract visitors to the Cayman Islands, in the Caribbean.
- i) Identify this method of promotion. [1]
 - ii) Apply the AIDA principle to this material, to explain how the customers' attention, interest, desire and action are stimulated. [8]

General Comment

This question focuses the candidate's attention on the promotion aspect of the Marketing Mix and tests their understanding of different promotional techniques. The first part of the question requires a straightforward response, to identify the technique demonstrated in the provided material. The second part tests the specific understanding of the AIDA principle. Two marks are available for the application of each component of this principle against the provided material.

Individual Candidate Responses**Candidate A**

- i) Advertising
- ii) Attention – the pictures, the bold writing
Interest – Free night, free meals, discounts
Desire – customers picturing themselves on the beach, enjoying the delightful waters and perfect weather
Action – Website and invitation to contact local travel agent

Candidate B

- i) Promotional literature
- ii) Attention – first paragraph
Interest – logo and discounts
Desire – world-class water sports
Action – www.caymanislands.ky and travel agent

Examiner Comment**Candidate A**

- i) Correct method identified. **1/1**
- ii) All four aspects correctly illustrated with relevant examples selected from advertisement. **8/8**

Candidate B

- i) Too vague a response – the actual method has not been named. **0/1**
- ii) Limited response for Attention and Desire, therefore partial achievement. **6/8**

Question 3 b)

- b) The material refers to a wide range of special offers and examples of discount pricing within the “Get Re-energized Special Value package”.

Select **two** of the promotional offers available and explain how these relate to both the price **and** promotion elements of the Marketing Mix. [8]

General Comment

This question provides candidates with an opportunity to demonstrate their understanding of different pricing strategies and their links with promotional techniques. This is a Level of Response question and as with all previous examples, better candidates are expected to produce more detailed, exemplified responses, which make specific reference to the provided text. Less able candidates often concentrate on one aspect of the question and are more limited in their explanation of the key concepts involved.

Individual Candidate Responses**Candidate A**

“Free Meals and lodgings for Kids” is a good example of the price element. Offering this deal would be cutting the price for parents and it is good promotion also because it would encourage families to come to the Cayman Islands.

“Get great discounts on everything” is a great promotion element because knowing this it would encourage or motivate families especially to come knowing that everything is at a good enough price they can afford.

Candidate B

Get One Extra Night Free – Price – you only pay for four nights and the fifth is free.
Promotion – get one extra night free.

Get great discounts on everything – Price – you get 20% discounts on airfares, dining, water sports and golf etc. Promotion – get great discounts on everything.

Examiner Comment

This question seemed to pose difficulties for many candidates. Neither of the responses given here demonstrates an understanding of pricing strategies or promotional techniques being used by this particular marketing campaign, and both candidates do not really get to grips with the question.

Candidate A

The response does not look at the specific pricing strategy adopted nor considers the campaign from the tourism providers’ perspective. The response demonstrates no real evidence of understanding of these aspects of the marketing mix. It was awarded Level 1. **2/8**

Candidate B

This response is even more limited than the previous example. It is repetitive and demonstrates no understanding of price or promotion from a marketing point of view. Awarded Level 1. **1/8**

Question 3 c)

- c) The language used within the promotional material suggests that there is a high quality of customer service offered to visitors.

Choose **two** examples to show how the use of language helps to promote these islands. [2]

General Comment

This is another example of a question, which attempts to focus the candidate's attention on the promotion aspect of the marketing mix. This should provide an opportunity for all candidates to score a relatively easy two marks.

Individual Candidate Responses**Candidate A**

Two examples are "charming, friendly people" and "outstanding service"

Candidate B

"Get re-energised" and "the best summer deal in the Caribbean".

Examiner Comment**Candidate A**

Both marks easily achieved – appropriate examples of emotive language selected. **2/2**

Candidate B

Only one mark awarded for the second example selected – the first does not convey the concept of quality or customer service. **1/2**

Question 3 d)

- d) Identify **three** pricing strategies, which could be used to market holidays to the Cayman Islands. Give a reason for each choice. [6]

General Comment

Candidates are given a further opportunity to demonstrate their understanding of the range of pricing strategies available to tourism providers. Credit is given for any reasonable pricing strategy suggested and an explanation of how it could be used.

Individual Candidate Responses**Candidate A**

Prestige pricing – a high price will give the holiday an exclusive feel. Price skimming – it is a new unusual product with no competition so high prices can be charged. Variable pricing – according to peak seasons, prices can be raised or lowered so that the resort stays full all year round.

Candidate B

Loss leader – just paying for the holiday and accommodation. Discount pricing – discounts for families during on and off peak. Skimming – high money but it's not the quantity it's the quality.

Examiner Comment**Candidate A**

Three appropriate pricing strategies named and described. Full marks achieved. **6/6**

Candidate B

Three pricing strategies named – they are not necessarily the most appropriate to adopt for this destination, nor are they fully described. **3/6**

Question 4 a)

Singapore has been described as a “land without natural resources”, yet it has become one of the most important transport hubs of the world.

- a) Use your understanding of **place** to explain why Singapore's Changi airport serves over 25 million passengers each year. [8]

General Comment

This is a Level of Response question, requiring candidates to apply their understanding of the term 'transport hub' to the context of Singapore. General location factors come under consideration here by stronger candidates, whilst weaker candidates struggle to articulate their understanding of a transport hub.

Individual Candidate Responses**Candidate A**

Because it is a major gateway for many airlines. During long flights, e.g. from Europe, there needs to be a stop over or transit so that the airplane can be refuelled and people can get off and on the plane. Singapore's location is perfect for this, as planes can continue on from there between America and Australia. Singapore has also developed a very important commercial city where most businesses from over the world come to visit, purchase or attend meetings. Because it has a good infrastructure and transport networks, it is easier to come in and out of the country. Singapore is a destination that is a multiple used one. Holidaymakers come for holidays, businessmen come for business. Singapore's location also makes people on travel stop for a few days and then continue (e.g. to Australia).

Candidate B

Place - Singapore is a good business and leisure holiday. Flights are most probably cheap. It's in a good area with plenty of transport links. It is a large area meaning plenty of people can go there and the area has enough places to put all of the people.

Examiner Comment

There is a clear distinction in the standard of response produced by these two candidates. Although Candidate A does not organise their answer particularly well, it demonstrates a reasonable level of understanding of the importance of a major transport hub. Candidate B, on the other hand, is not able to present evidence of their understanding of why Singapore's Changi airport is important as a stop-off point.

Candidate A

This response was awarded Level 3 as it attempts to cover all of the key issues associated with Singapore as a major transport hub for long-haul flights between Europe and Australia. It demonstrates a good understanding of transit and stop-offs etc. **7/8**

Candidate B

This response was awarded Level 1. The statements it makes are generalised and could relate to any question about locational factors. It makes limited reference to the example of Singapore and the candidate appears unaware of the need to address the concept of transport hubs in their answer to the question set. **1/8**

Question 4 b)

- b) Sentosa Island is a reclaimed island resort financed by the Singapore Government and by private sector enterprises to provide a variety of tourist attractions. Using an example of any tourist resort, discuss the locational factors taken into consideration when planning these resorts. [8]

General Comment

This question should be more accessible to a wider range of candidates, asking in general terms for factors affecting location to be considered. Assessment is again by Level of Response, with an expectation that weaker candidates would list the more obvious factors, whilst better candidates should be able to offer a balanced explanation of a wider range of considerations.

Individual Candidate Responses**Candidate A**

Tenerife or Ibiza

The local population is considered first to see if people could be employed. Need to have big, spacious areas in order to build airport, attractions and hotels. Does the resort have a coast – if yes, a beach is needed near the resort. If it is near the sea, a port has to be made and this needs a wide area and deep water to fit ships and boats. A good transport network/links are considered in order to travel around easily, safely and quickly. Airport needed with flat ground and not too windy. This needs to be near the main holiday resort. Does the area have a good infrastructure? The social costs and social benefits are considered in building/locating the resort.

Candidate B

A large area. Plenty of transport. A good location. Plenty of people. Hardly no competition. A few hotels so the customers have accommodation. A good reputation. A lot of money.

Examiner Comment**Candidate A**

Within this response, factors have been listed but demonstrate a reasonable level of understanding. Although there is a named example of destination at the start of the response, none of these locational factors have been used to reflect the selected example. Language level is reasonable sophisticated and key terminology of social costs and benefits is included. Level 2 awarded. **4/8**

Candidate B

This response is at a very basic level only. There is no named example of destination and factors are listed in isolation, with no attempt to exemplify. Level 1 awarded. **1/8**

Question 4 c)

- i) Give **three** reasons why several tourist attractions in the same area would allow a private tour operator to promote organised tours to their facilities. [6]
- ii) Draw and label a simple diagram to show the distribution channel used in (c) (i). [3]

General Comment

This two-part question considers distribution channels used to make tourism products and services available to customers. It requires candidates to identify the advantages of different tourism providers co-operating, to co-ordinate their marketing efforts, which is an advanced concept.

Individual Candidate Responses**Candidate A**

- i) In order to increase the number of customers which would increase sales and profits. Attractions would be included in the same tour in order to make up a package and sell it to the customer. If they allow a tour operator to promote organised tours, their attractions would also be included and promoted for free. The tour operator by bringing more customers, would achieve economies of scale and discounts.
- ii) Provider (Attractions) – Tour Operator – Consumer

Candidate B

- i) Because a package deal could be negotiated with the attraction providers. A single promotional campaign would cover all the attractions. It means tourists would have more choice of what to do, thus enhancing their interest.
- ii) Provider – Retailer – Customer

Examiner Comment

Candidate A

- i) Full marks were awarded for this response, which makes reference to the benefits of economies of scale. **6/6**
- ii) Also awarded full marks - each component accurately identified. **3/3**

Candidate B

- i) Some understanding of the issues is demonstrated in this response. More depth is needed to achieve higher marks. **3/6**
- ii) Full marks for this distribution channel were awarded. **3/3**

Paper 2 (Marketing and Promotion) - Overall Comments on Candidate Performance

Had the responses used within these examples been produced by two real candidates (rather than being a composite of responses from a sample of 5 actual candidates), Candidate A would have scored a total of 79/100, which would have represented a solid Distinction level performance. Candidate B would have scored 31/100, which would have been a Fail.

These examples have been used to demonstrate the range of ability encountered across individual questions and the assessment that such responses attracted for this paper. It is hoped that these will provide typical illustrations of good practice and help prepare candidates better for future examinations in the Marketing and Promotion Module.

