



Cambridge IGCSE™  
Travel & Tourism 0471

# Cambridge O Level Travel & Tourism 7096

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# Contents

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Introduction .....	4
Question 1 .....	6
Example Candidate Response – high 1 .....	6
Example Candidate Response – high 2 .....	9
Example Candidate Response – middle .....	12
Question 2 .....	14
Example Candidate Response – high .....	14
Example Candidate Response – middle .....	16
Example Candidate Response – low .....	17
Question 3 .....	20
Example Candidate Response – high .....	20
Example Candidate Response – middle 1 .....	22
Example Candidate Response – middle 2 .....	24
Question 4 .....	26
Example Candidate Response – high .....	26
Example Candidate Response – middle .....	28
Example Candidate Response – low .....	30

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## Introduction

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The main aim of this booklet is to exemplify standards for those teaching Cambridge IGCSE / O Level Travel & Tourism, and to show how different levels of candidates' performance (high, middle and low) relate to the syllabus requirements. This document helps teachers to assess the standards required to achieve marks beyond the guidance of the mark scheme.

In this booklet candidate responses have been chosen from the June 2024 exam series to exemplify a range of answers.

For each question, the response is annotated with examiner comments about where and why marks were awarded or omitted. This is followed by comments on how the answer could be improved. There is also a list of common mistakes and guidance for candidates.

Please refer to the June 2024 Examiner Report for further details and guidance.

The questions, insert and mark schemes are available on the [School Support Hub](#)

**0471 June 2024 Question Paper 12**

**0471 June 2024 Mark Scheme 12**

**0471 June 2024 Insert 12**

Past exam resources and other teaching and learning resources are available on the [School Support Hub](#)

## How to use this booklet

This booklet goes through the paper one question at a time, showing you a high-, middle- and low-level response for each question. The candidate answers are set in a table. In the left-hand column are the candidate answers, and in the right-hand column are the examiner comments.

Example Candidate Response – high	Examiner comments
<p>3 Refer to Fig. 3.1 (Insert), an advertisement for the opening of the London Resort.</p> <p>(a) (i) Identify <b>two</b> products available at the London Resort:</p> <p>1 <u>Dinosaur themed roller coaster</u></p> <p>2 <u>Themed restaurant Water park</u> <span style="color: red; font-weight: bold;">1</span></p> <p style="text-align: right;">[2]</p> <p>(ii) Identify <b>one</b> service available at the London Resort. <span style="color: red; font-weight: bold;">2</span></p> <p><u>Dark immersive ride</u></p> <p style="text-align: right;">[1]</p> <p>(b) Describe <b>one</b> way each of the following pricing policies is suitable for the London Resort:</p> <p>promotional pricing <u>attracts price sensitive tourists and encourage others to not lose their chance and buy for lower costs which allows to make more sales and raise money quick</u> <span style="color: red; font-weight: bold;">3</span></p> <p>price bundling <u>combining a few product or services together at</u></p> <p style="text-align: right;">ng tourists,</p>	<p><span style="color: red; font-weight: bold;">1</span> The candidate correctly identifies two products available at the London Resort using the Insert.</p> <p>Mark for (a)(i) = 2 out of 2</p> <p><span style="color: red; font-weight: bold;">2</span> The candidate's answer is incorrect. This is not a service.</p> <p>Mark for (a)(ii) = 0 out of 1</p> <p><span style="color: red; font-weight: bold;">3</span> The candidate clearly understands the two pricing policies: promotional pricing and price bundling. For promotional pricing they identify that it attracts price sensitive customers which</p>

**Responses** are written by real candidates in exam conditions, demonstrating the types of answers for each level. These could be used to discuss and analyse the answers with learners in the classroom to improve their skills.

**Examiner comments** explain where and why marks were awarded. These help to interpret the standard of Cambridge exams to help learners refine their exam technique.

## How the candidate could improve their answer

- The candidate needs to address the first part of the people in the village.
- The candidate could have kept the introduction a
- The candidate should avoid writing irrelevant deta

This section explains how the candidate could improve each response. It helps learners to improve their exam technique.

## Common mistakes and guidance for candidates

- There were plenty of opportunities for candidates to score maximum marks in this part. The points given for discussion were specific and clear and de
- Candidates not familiar with this style of s lengthy irrelevant details, missing out the
- Direct lifting of information from text affect
- Candidates who were careless regarding the For this exercise, they reproduce the information from the given text after tailoring it to suit the demand of the topic. Spelling and grammatical errors can be avoided.

This section lists common mistakes as well as helpful guidance from the examiner. This will help your learners to avoid these mistakes. You can use this alongside the relevant Examiner Report to guide your learners.

## Question 1

Example Candidate Response – high 1	Examiner comments
<p>Refer to Fig. 1.1 (Insert), information about tourism in Tunisia.</p> <p>(a) State <b>three</b> tourism organisations likely to be involved in the creation of Tunisia's Sustainable Tourism Charter.</p> <p>1 Destination management companies (DMCs).....</p> <p>2 National tourism organisations (NTO).....</p> <p>3 <del>Non-gover (NGOs)</del> - <del>Non-profit</del> Non-government organisations..... [3] <b>1</b></p> <p>(b) State <b>one</b> aim of Tunisia's Sustainable Tourism Charter that will have a positive sociocultural impact.</p> <p>Support local arts and crafts organisations..... [1] <b>2</b></p> <p>(c) Explain <b>two</b> ways using more local food in hotels and restaurants helps to support social enterprise development.</p> <p>1 Using more local foods in hotels and restaurants allows the locals preparing the food to gain money. Thus it becomes profitable and improves enterprise development..... <b>3</b></p> <p>2 When hotels and restaurants use local food to serve tourists, it helps locals to increase their living standards. Hence, the destination becomes more socially developed..... <b>4</b></p> <p>[4]</p> <p>(d) Explain <b>three</b> management activities of National Tourism Organisations (NTOs).</p> <p>1 National tourism organisations plan tourism activities such as development plans for the tourism industry. Thus, the destination would remain appealing for tourists in the future..... <b>5</b></p> <p>2 Supporting and encouraging sustainable tourism is also an management activity of national tourism organisations. They make sure that tourism providers follow the sustainable methods when operating in the tourism industry..... <b>6</b></p>	<p><b>1</b> The candidate successfully identifies three tourism organisations likely to be involved in the creation of Tunisia's Sustainable Tourism Charter. The candidate uses the correct terms, as listed in the specification. The chosen organisations are all relevant and the candidate applies them to the context of the question.</p> <p>Mark for (a) = 3 out of 3</p> <p><b>2</b> The candidate uses the information from the Insert to successfully identify the aim.</p> <p>Mark for (b) = 1 out of 1</p> <p><b>3</b> The candidate identifies a valid way and applies this to the context of the question, 'allows the locals preparing the food to gain money'. However, the development of the response is not clearly linked and lacks application to supporting social enterprise development.</p> <p><b>4</b> The candidate successfully identifies an additional valid way in the first sentence. However, the development is vague and does not link to supporting social enterprise development.</p> <p>Mark for (c) = 2 out of 4</p> <p><b>5</b> The candidate identifies the relevant management activity of planning. The candidate develops the response linking it to the identification and explaining why they do this management activity, 'the destination would remain appealing for tourists in the future'.</p> <p><b>6</b> The candidate uses the source material to support a valid identification of the management activity of supporting and encouraging sustainable tourism. The response develops into a valid explanation, this time of how they implement the management activity.</p>

## Example Candidate Response – high 1, continued

## Examiner comments

3 Develop Managing tourist capacity in a activity of National tourism organisations. Thus, they make sure the destination does not go beyond its carrying capacity as it helps to maintain the appeal of the destination. [6]

**7** The candidate identifies a third relevant management activity – managing demand (first sentence). The identification uses the relevant context of managing tourist capacity. Again, the candidate develops the response into a relevant explanation. The first part of the development (second sentence) is not detailed enough, it is the second part of this sentence that qualifies as relevant explanation, as the candidate explains why they manage the carrying capacity.

Mark for (d) = 6 out of 6

(e) Evaluate the effect of decreasing disposable income on tourism demand.

Decreasing disposable income would have an huge effect on tourism demand. First and foremost, low disposable income cause less people to travel. This is because they may not have enough money to demand for the products and services they want. Thus, it could reduce domestic and ~~the~~ international tourism. Moreover, fall in tourism demand due to less disposable income would decrease the sales and profitability of tourism organisations. Hence, tourism organisations may have to unemployed or fire staffs to remain in the industry. Therefore, decreasing disposable income would effect on tourism demand a lot. As it decreases travelling and increases unemployment. [6]

**8** The candidate identifies a valid effect of decreasing disposable income on tourism demand in the second sentence, '... cause less people to travel'. The candidate continues by providing analysis of the reason why people travel less and the impact it would have. The candidate's development shows good use of key terms, which results in the response being more than just a repetition of what was identified.

**9** The candidate states a second valid effect, 'decrease the sales and profitability of tourism organisations' which develops into some brief analysis of 'unemployed or fire staff'.

**10** In the final part of the response the candidate attempts to provide a conclusion; however, this only repeats the previous discussion and does not develop the response.

Mark for (e) = 5 out of 6

**Total mark awarded = 17 out of 20**

### How the candidate could improve their answer

- **(c)** The first part of the candidate's response refers to 'it' rather than the 'locals' identified at the start. The development of the response then refers to becoming 'profitable' which is not a relevant comment for an individual. The final comment of 'improves enterprise development' is not clear, how / why does it improve it? How / why is it linked to profitable? The candidate needed to ensure they explained what was identified at the start of the response.
- **(e)** The candidate's conclusion needed to be more than repetition of what was already discussed.



## Example Candidate Response – high 2

## Examiner comments

Refer to Fig. 1.1 (Insert), information about tourism in Tunisia.

- (a) State **three** tourism organisations likely to be involved in the creation of Tunisia's Sustainable Tourism Charter.

1. Tour operators
2. Travel agents
3. ~~More~~ Airlines.

1  
[3]

- (b) State **one** aim of Tunisia's Sustainable Tourism Charter that will have a positive sociocultural impact.

- Support local arts and crafts organisations.

2  
[1]

- (c) Explain **two** ways using more local food in hotels and restaurants helps to support social enterprise development.

1. As there are more local foods in hotels and restaurants of Tunisia, more tourists would become aware of the local cuisine. This would lead to an increase in demand for it, resulting in more local cuisine shops being able to open up.
2. As Tunisian local cuisine is more known within the tourism industry, more demand for such cultural business enterprises would increase. This would lead to an increase in employment and living standards, resulting in more people being able to afford to open up new enterprises.

3  
[4]

4

- (d) Explain **three** management activities of National Tourism Organisations (NTOs).

1. One main management activity of NTOs of Tunisia would be to make sure Tunisia stays as a relevant destination in Africa. This would lead to increasing awareness, resulting in an increase in the visitors of the destination.
2. Another management activity could be to make sure that damage caused by tourism is kept at a minimum. This would help make sure that it does not affect the locale or the environment, resulting in maintaining the Tunisia as a destination well.

5

6

1 The candidate successfully identifies three travel and tourism organisations and applies them to the context of the question. The candidate accurately uses the terms as listed in the specification.

Mark for (a) = 3 out of 3

2 The candidate uses the information from the Insert to successfully identify the aim. The aim is accurately copied.

Mark for (b) = 1 out of 1

3 The candidate accurately identifies that using more local food in hotels and restaurants helps support social enterprise development. The identification does not appear until the second sentence of the response; the preceding sentence provides the required context to ensure the identification is relevant to the question. The response develops into an explanation which directly applies to the context and links the increased demand back to local cuisine shops which could be social enterprises.

4 This is repetition of the first response. The identification is repetition of 'increased demand' and the explanation is repetition of the concept that more demand results in more social enterprises.

Mark for (c) = 3 out of 4

5 The candidate identifies a service of National Tourism Organisations (NTOs) rather than a management activity. Therefore, the identification and explanation are incorrect.

6 The candidate correctly identifies the management activity of 'encouraging sustainable tourism'. However, they have not used specific key terminology to make this identification.

Example Candidate Response – high 2, continued	Examiner comments
<p>3 A management activity of NTOs could be taking part in different events abroad <sup>and</sup> <del>and</del> <sup>with other countries</sup> <del>developing</del> diplomatic relationships. This would help make tourism easier to execute, resulting in increase in revenue from it, thus helping the Tunisian economy. [6]</p>	<p>7 The candidate identifies the activity of taking part in events abroad, which is an applied expression of the management activity of managing demand. The candidate develops the response and clearly explains the purpose of the management activity. The whole response applies to the context of National Tourism Organisations and is well written.</p>
<p>(e) Evaluate the effect of decreasing disposable income on tourism demand.</p> <p>As disposable income decreases, tourists would not be able to afford to travel abroad. This would lead to a fall in demand for destinations such as Tunisia, resulting in fall in tourists visiting. Furthermore, as disposable income falls, tourists would much rather budget travel rather than luxury. This would cause a hit on the luxury hotels and establishments in the industry, resulting in many going out of business and fall in revenue <sup>in the industry</sup>. However, as disposable income falls and people cannot go so <del>abroad</del>, people may choose to travel domestically. This would cause more local business to earn more revenue, resulting in local business prefer to use. In conclusion, <del>there are</del> many effects on tourism demand due to decreasing in disposable income and it is important that the tourism <del>and</del> industry in countries are able to face the effects. [6] and overcome <sup>them</sup> by catering to the demand and offering <del>their</del> <sup>deeper</sup> <del>sales</del> <sup>at</sup> <del>it</del> <sup>which</sup> would <del>increase</del> resulting in increase in visitors. [Total: 20]</p>	<p>Mark for (d) = 2 out of 6</p> <p>8 The candidate correctly identifies an effect of decreasing disposable income on tourism demand. The candidate explains this well and demonstrates good knowledge and understanding.</p> <p>9 The candidate develops the response by providing an explanation of the consequences of tourists not being able to afford to travel.</p> <p>10 The candidate successfully develops the response into an evaluative comment of the likely consequence of the effect.</p> <p>11 The candidate identifies another valid effect that is clearly explained. This continues developing into a linked analytical comment of the impacts of this effect on tourism demand and the destination.</p> <p>12 The candidate provides some evaluation by considering the importance to the tourism industry of managing these effects.</p>
	<p>Mark for (e) = 6 out of 6</p> <p><b>Total mark awarded = 15 out of 20</b></p>

## How the candidate could improve their answer

### (c)

- The candidate needed to avoid repeating points already made.
- The candidate needed to use key terminology to ensure accurate meaning was efficiently expressed. For example, the candidate did not use the words 'sustainable' or 'sustainable tourism' throughout the whole answer. Whilst the candidate has provided a detailed answer, it needed the whole response to be clear that the management activity identified is encouraging sustainable tourism.

### (d)

- The candidate would have benefited from knowing the different classifications of the content included in the specification so they could respond to the question using the correct knowledge.
- The candidate's analysis could have been clearer and more specific.

Example Candidate Response – middle	Examiner comments
<p>1 Refer to Fig. 1.1 (Insert), information about tourism in Tunisia.</p> <p>(a) State <b>three</b> tourism organisations likely to be involved in the creation of Tunisia's Sustainable Tourism Charter.</p> <p>1 <del>TTC</del> <sup>Tourist</sup> (Tourist information centres).....</p> <p>2 NTO (National tourism organisation).....</p> <p>3 RTO (Regional tourism organisation)..... [3]</p> <p>(b) State <b>one</b> aim of Tunisia's Sustainable Tourism Charter that will have a positive sociocultural impact.</p> <p>Increase the use of local food in hotels and restaurants. [2]</p> <p>(c) Explain <b>two</b> ways using more local food in hotels and restaurants helps to support social enterprise development.</p> <p>1 It supports local businesses since they are going to be making it which means more source of income for local catering businesses which leads to better lifestyle for locals. [3]</p> <p>2 More job opportunities for locals since they are going to need more people to make these dishes so this means it reduces unemployment in the local area which means local living standards increases and this helps the country get a higher GDP score [4]</p> <p>(d) Explain <b>three</b> management activities of National Tourism Organisations (NTOs).</p> <p>1 To promote and market the destination. They use websites and social media to promote the destination. and They post short appealing videos showing off the destination. The products &amp; services available are [7]</p> <p>2 To develop the destination. To attract more tourist they will need to improve the destinations infrastructure and mode of transports so it will be easily accessible to tourists. [8]</p> <p>3 To host workshops for tourism providers. They ensures that the tourism providers services are at the standards required and trains them provide information to them. [9]</p> <p>[6]</p>	<p><b>1</b> The candidate successfully identifies two tourism organisations. They provide more than just the acronyms which ensures that the response is specific enough to be awarded marks. The first two responses are accurate, the third response is not specific enough.</p> <p>Mark for (a) = 2 out of 3</p> <p><b>2</b> The candidate identifies the wrong element from the Insert; therefore, this response is incorrect.</p> <p>Mark for (b) = 0 out of 1</p> <p><b>3</b> The candidate identifies a valid way and applies this well to the context of the question.</p> <p><b>4</b> The candidate develops the response into a valid explanation by explaining the consequences.</p> <p><b>5</b> The candidate identifies another valid way.</p> <p><b>6</b> Again the candidate develops the response into a good explanation by explaining the impact to the local people.</p> <p>Mark for (c) = 4 out of 4</p> <p><b>7</b> The candidate identifies a service instead of a valid management activity of National Tourism Organisations.</p> <p><b>8</b> The candidate does not identify a valid management activity of NTOs. National Tourism Organisations do not develop infrastructure and transport.</p> <p><b>9</b> Again the candidate identifies a service rather than a management activity of NTOs.</p> <p>Mark for (d) = 0 out of 6</p>

Example Candidate Response – middle, continued	Examiner comments
<p>(e) Evaluate the effect of decreasing disposable income on tourism demand.</p> <p>...when people have more disposable income they are more likely to travel for holidays and for leisure. But when disposable income decreases they get less money to spend on leisure activities so the demand for tourism products and service will go down. If a country's population has low disposable income the country's outbound tourism tourist amount would be very low. But at the other side...</p>	<p><b>10</b> The first sentence of the response is not relevant to the question.</p> <p><b>11</b> The candidate identifies a valid effect on tourism demand of levels of disposable income decreasing, and explains this well.</p> <p><b>12</b> The candidate identifies an additional effect, although this could be explained better. The candidate uses specific and relevant terminology well.</p> <p>Mark for (e) = 2 out of 6</p> <p><b>Total mark awarded = 8 out of 20</b></p>

### How the candidate could improve their answer

(d)

- The candidate needed to be more aware of the differences between a service and a management activity.

(e)

- The candidate could have developed their response into analysis by considering the consequences of the effects raised on the destination.
- The candidate could have been more aware of the various categories of knowledge within the specification to ensure correct responses were given.

### Common mistakes and guidance for candidates

- Some candidates did not have the required knowledge from the syllabus to answer the questions correctly.
- Candidates needed to have a clearer understanding of social enterprises development.

## Question 2

Example Candidate Response – high	Examiner comments
<p>2 Refer to Fig. 2.1 (Insert), a photograph of an ice hotel in Canada.</p> <p>(a) State <b>two</b> factors of seasonality.</p> <p>1 ...weather..... ①</p> <p>2 ...public holidays..... ② [2]</p> <p>(b) Other than hotels, state <b>two</b> types of serviced accommodation.</p> <p>1 ...homestays..... ②</p> <p>2 ...cruises..... ③ [2]</p> <p>(c) Explain <b>two</b> ways the ice hotel could improve its occupancy rates.</p> <p>1 <u>discounts</u>: The ice hotel can offer to reduce the prices of rooms <del>service</del> when occupancy rate is low so they can attract more customers with lower prices. This allows them more rooms to be booked hence increasing occupancy rate. ④ ⑤</p> <p>2 <u>promote</u>: The ice hotel can promote their hotel through leaflets, advertisements, billboards etc. so that people become more aware about and interested in their hotel. This <sup>causes</sup> <del>allows</del> more rooms to be booked hence increasing occupancy rate. ⑥ ⑦ [4]</p> <p>(d) Evaluate <b>two</b> benefits of good customer service.</p> <p>1 <sup>repeat</sup> increased customer satisfaction. When customers are provided with good customer service the customer satisfaction rate increases. ⑧ This makes the customer have a better image of the organisation and makes them want to come to return as they know they'll get good service. This causes the customer to be loyal and become a repeat customer. ⑨</p>	<p>① The candidate successfully states two factors of seasonality.</p> <p>Mark for (a) = 2 out of 2</p> <p>② The candidate correctly identifies homestays as a type of serviced accommodation.</p> <p>③ The candidate identifies 'cruises' as a type of serviced accommodation. A cruise is a type of holiday, not a type of serviced accommodation so no mark is awarded.</p> <p>Mark for (b) = 1 out of 2</p> <p>④ The candidate successfully identifies discounts as a way the ice hotel could improve its occupancy rate.</p> <p>⑤ The response develops into a good explanation of how reducing prices will improve the occupancy rate.</p> <p>⑥ The candidate identifies promotion as a further way to improve occupancy rates.</p> <p>⑦ The candidate develops the response explaining exactly how promotion will increase occupancy rates.</p> <p>Mark for (c) = 4 out of 4</p> <p>⑧ The candidate begins their response with an analytical point stating that good customer service will increase customer satisfaction rate. This allows the candidate to develop the response into an evaluation of the benefits of good customer service.</p> <p>⑨ The candidate provides some evaluation of the benefits of good customer service.</p>



Example Candidate Response – high, continued	Examiner comments
<p>2. increased revenue: When customer are provided with good <del>custome</del> customer service they return more. They also spread the word about the good service with friends making them interested. 10 This causes more people to <del>go to</del> the organisation and improves brand image and customer loyalty. The more customers the organisation gets the more revenue is <del>earned</del> earned. 11 [6]</p> <p>(e) Evaluate the appeal of serviced accommodation.</p> <p>There are many reasons why serviced accommodation is appealing. First of all it's more convenient as others will be catering to the customers needs and wants, allowing them to relax. 12 Moreover serviced accommodation provides more services like laundry, house keeping, baby sitting etc. so customers can enjoy their stay better. 13 Lastly there will be staff on premises to assist the customer with any troubles. 14 So customer can have a hassle free stay without much complications. To conclude these are the reasons why customers find serviced accommodation appealing. Destinations can use this to attract more customers and make the destination popular. 15 [6]</p>	<p>10 This first part repeats the analysis and evaluation from the first response.</p> <p>11 The candidate gives a different analytical point about the benefit of good customer service, linking it to the financial benefits of customer loyalty.</p> <p>Mark for (d) = 3 out of 6</p> <p>12 The candidate identifies a reason for the appeal of serviced accommodation. This is clearly explained and focuses on the benefit to the customer.</p> <p>13 The candidate analyses the benefit of convenience.</p> <p>14 The candidate identifies and explains another reason for the appeal of serviced accommodation.</p> <p>15 The candidate attempts to develop the response into evaluation. However, the focus changes to the benefit of serviced accommodation to the destination, rather than the appeal to the customer and is therefore not valid to the question and the points raised previously.</p> <p>Mark for (e) = 4 out of 6</p> <p><b>Total mark awarded = 14 out of 20</b></p>

### How the candidate could improve their answer

(b)

- The candidate needed to know the difference between the different travel and tourism organisations.

(d)

- The candidate could have developed their evaluation further to ensure they had enough discussion to access all of the marks available.

(e)

- The candidate needed to be cautious of repeating points already made.
- The candidate needed to ensure their evaluation stayed focused on the question.

Example Candidate Response – middle	Examiner comments
<p>2 Refer to Fig. 2.1 (Insert), a photograph of an ice hotel in Canada.</p> <p>(a) State <b>two</b> factors of seasonality.</p> <p>1 climate &amp; destination</p> <p>2 when people have their holidays [1]</p> <p>(b) Other than hotels, state <b>two</b> types of serviced accommodation.</p> <p>1 bed and breakfast</p> <p>2 hostels [2]</p> <p>(c) Explain <b>two</b> ways the ice hotel could improve its occupancy rates.</p> <p>1 promote themselves <del>the</del> internationally will make them appeal to more tourist, <del>an</del> increasing their occupancy rate [3]</p> <p>2 offering a wider range of services will make them attract a wider customer base [4]</p> <p>(d) Evaluate <b>two</b> benefits of good customer service.</p> <p>1 repeat business, if a customer likes the way they are treated they are more likely to remember it and choose it when organising their next vacation [7]</p> <p>2 people will write reviews, making them have a good reputation. [8] If they write the reviews on the internet more people will see them and be attracted to use this <sup>one</sup> instead of another organisation [9]</p>	<p>[1] The candidate successfully states two factors of seasonality.</p> <p>Mark for (a) = 2 out of 2</p> <p>[2] The candidate correctly provides two different types of serviced accommodation.</p> <p>Mark for (b) = 2 out of 2</p> <p>[3] The candidate identifies a way that the ice hotel could improve its occupancy rates.</p> <p>[4] The candidate explains how 'promotion' will increase the occupancy rate.</p> <p>[5] The candidate identifies another way the ice hotel could improve its occupancy rates.</p> <p>[6] The candidate develops their answer by explaining how more services can attract a wider customer base, implying an increase in occupancy rates.</p> <p>Mark for (c) = 4 out of 4</p> <p>[7] The candidate states a valid analytical point of the benefit of good customer service. The candidate begins to develop the response; however, this is explanatory and does not evaluate.</p> <p>[8] The candidate successfully provides an additional valid analytical point of the benefit of good customer service, focusing on the reputation.</p> <p>[9] The candidate gives an evaluative comment focusing on how an organisation would benefit from developing a respectable reputation for providing good customer service.</p> <p>Mark for (d) = 3 out of 6</p>



Example Candidate Response – middle, continued	Examiner comments
<p>(e) Evaluate the appeal of serviced accommodation.</p> <p>firstly, it appeals because everything is done for the customer, making them have a better experience, for example leisure tourists just want to relax in their vacation, they don't want to work. 10</p> <p>Secondly, normally it's cheaper than self catering because you have everything in a package whereas in self catering you need to go and buy everything separately. 11</p> <p>In conclusion, it appeals because it's cheaper and easier for the customer as well because it has a range of services for each of tourists that make them individually appeal. 12</p> <p>example if they are a family, kids club 12</p>	<p>10 The candidate identifies one well explained reason for the appeal of serviced accommodation.</p> <p>11 The second reason given is incorrect.</p> <p>12 The first part of the conclusion follows on from the incorrect reason and is therefore not valid. The remainder of the paragraph is not evaluative or analytical and therefore does not develop the response. However, an additional valid, well explained reason is given.</p> <p>Mark for (e) = 2 out of 6</p> <p><b>Total mark awarded = 13 out of 20</b></p>

### How the candidate could improve their answer

(d) (e) The candidate would have benefited from knowing the requirement of the different command words to ensure their responses covered the required skills, e.g. evaluation rather than explanation.

Example Candidate Response – low	Examiner comments
<p>2 Refer to Fig. 2.1 (Insert), a photograph of an ice hotel in Canada.</p> <p>(a) State <b>two</b> factors of seasonality.</p> <p>1 The weather. 1</p> <p>2 Where to stay. 2</p> <p>[2]</p> <p>(b) Other than hotels, state <b>two</b> types of serviced accommodation.</p> <p>1 Cars 3</p> <p>2 Food and drinks. 3</p> <p>[2]</p> <p>(c) Explain <b>two</b> ways the ice hotel could improve its occupancy rates.</p> <p>1 They can improve the room by decorating them and changing the bed. 4</p> <p>2 Add more colours so it can look better and open in all seasons. 5</p> <p>6</p> <p>[4]</p> <p>(d) Evaluate <b>two</b> benefits of good customer service.</p> <p>1 Having good service would make the tourists visit again and also may make them talk to others about how good the experience is which then will increase the number of tourists. 7</p> <p>8</p> <p>2 It will increase the rates of the hotels and how good the place is. 9</p> <p>[6]</p> <p>(e) Evaluate the appeal of serviced accommodation.</p> <p>Serviced accommodation makes tourists feel better because they are staying at a good place which will make them come more and suggests others to visit. 10</p>	<p>1 The candidate successfully states weather as a factor of seasonality.</p> <p>2 The second response is incorrect, 'where to stay' does not connect to seasonality.</p> <p>Mark for (a) = 1 out of 2</p> <p>3 Both responses are incorrect, these are not types of serviced accommodation.</p> <p>Mark for (b) = 0 out of 2</p> <p>4 The first response given by the candidate is too vague.</p> <p>5 The second response is also vague, the candidate has not identified what should have had more colours added, or how this would improve occupancy rates.</p> <p>6 The response attempts to identify an additional reason, however this is incorrect. Opening in all seasons alone would not improve the occupancy rates.</p> <p>Mark for (c) = 0 out of 4</p> <p>7 The candidate successfully gives an analytical comment about how good customer service can provide good word of mouth advertising.</p> <p>8 The response develops into a brief evaluative comment about how the organisation would benefit from word of mouth advertising.</p> <p>9 The candidate's response is vague. It is not clear what rates of the hotel can increase.</p> <p>Mark for (d) = 2 out of 4</p> <p>10 The candidate does not identify a specific reason for the appeal. The response given does not explain how it will make the tourist feel better.</p> <p>Mark for (e) = 0 out of 6</p> <p><b>Total mark awarded = 3 out of 20</b></p>

### How the candidate could improve their answer

(c)

- The candidate needed to provide more descriptive detail to show a change resulting in an improved occupancy rate.

(d)

- The candidate would have benefited from being clearer in their response and providing a more in-depth evaluation of the points made.

(e)

- The candidate needed to be more specific in their response, providing reasons and valid explanations for the appeal of serviced accommodation.
- Overall, the candidate needed to ensure that their responses were specific and focused on the syllabus area being tested.

### Common mistakes and guidance for candidates

- Candidates needed to be confident in all areas of the syllabus content to ensure they could respond to a variety of questions.
- Candidates needed to ensure that evaluative comments were well developed and did not just repeat what was already discussed.

## Question 3

Example Candidate Response – high	Examiner comments
<p>3 Refer to Fig. 3.1 (Insert), information about national parks in Tanzania.</p> <p>(a) Define the term 'GDP'.</p> <p>"GDP" or gross domestic product refers to average income per head of a country. ① [1]</p> <p>(b) State <b>three</b> adventure activities tourists can do in national parks.</p> <p>1 Ziplining 2 Wildlife safaris 3 Mountain climbing. ② [3]</p> <p>(c) Wildlife and safari holidays can be purchased through a travel agent or arranged independently.</p> <p>Explain <b>two</b> benefits of booking a wildlife or safari holiday through a travel agent.</p> <p>1 By booking wildlife or safari holidays through travel agents tourists can guarantee that they are choosing the best possible option for them ③ as the travel agents are more experienced and knowledgeable. This ensures they get good value for their money ④ [4]</p> <p>2 Travel agents would be in charge of the holiday preparations ⑤ this allows the tourists to save time as they would not need to spend time arranging the holiday themselves. This can be stressfree and more comforting for the tourist. ⑥ [4]</p> <p>(d) Explain <b>three</b> negative economic impacts of tourism. ⑦</p> <p>1 Tourism A country can become overdependent on tourism. This overdependency can lead to a loss of traditional industries and can cause major setbacks to the economy during low peak seasons. ⑧</p> <p>2 Tourism is a seasonal industry. Therefore, when it can heavily increase the unemployment rates during off peak seasons ⑨ which can decrease the living standards of the people and decrease job security. ⑩</p> <p>3 In order to meet the standards of the tourists visiting the country, the destination may have to import a increased amount of products and services ⑪ This leads to import leakage as well as a debit in their balance of payments. ⑫ [6]</p>	<p>① The candidate successfully defines the term 'GDP'.</p> <p>Mark for (a) = 1 out of 1</p> <p>② The candidate correctly identifies three adventure activities that tourists can do in national parks.</p> <p>Mark for (b) = 3 out of 3</p> <p>③ The candidate identifies a valid benefit of booking with a travel agent.</p> <p>④ The candidate develops the response into a thorough explanation, clearly explaining how the customer benefits.</p> <p>⑤ The candidate identifies an additional valid benefit.</p> <p>⑥ The candidate develops the response well explaining exactly how the tourist would benefit.</p> <p>Mark for (c) = 4 out of 4</p> <p>⑦ The candidate identifies a valid negative economic impact of tourism.</p> <p>⑧ The candidate develops the answer, clearly explaining the negative impact.</p> <p>⑨ The candidate provides a further valid negative economic impact of tourism.</p> <p>⑩ The response develops into a good explanation of the consequences of this impact.</p> <p>⑪ The candidate gives a third valid negative economic impact of tourism.</p> <p>⑫ The response develops into a good explanation of the consequence to the destination.</p> <p>Mark for (d) = 6 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(e) Discuss the importance of involving local communities in decision making when managing a sustainable destination.</p> <p>Over the recent years, there has been increased consideration given to managing destinations sustainably. One of the ways to do this is by involving local communities in decision making of the tourism industry. This can create a good relationship between the locals and the tourists and ensure that they have a good attitude towards the industry allowing them to effectively manage the destination sustainably. Moreover, the locals would be the most aware on how to preserve their culture and sustain the destination. Therefore by involving them in decision making good decisions can be made which will reduce negative economic, social, cultural and environment impacts of tourism. In all, involving local communities plays a crucial role in managing a destination sustainably. However, many other methods such as battling climate change should also be considered.</p>	<p><b>13</b> The candidate identifies and explains one valid reason why involving local communities is important.</p> <p><b>14</b> The candidate continues analysing the reason. The analysis is applied to the context of the question and clearly focuses on how the destination would benefit from the collaboration with local communities.</p> <p><b>15</b> The candidate identifies and explains an additional valid reason why it is important.</p> <p><b>16</b> The analysis of this additional benefit is clear and the candidate applies this to the context of the question.</p> <p><b>17</b> The candidate provides a reasoned evaluation to close the response. The evaluation is more than repeating the points already raised.</p> <p>Mark for (e) = 6 out of 6</p> <p><b>Total mark awarded = 20 out of 20</b></p>

### How the candidate could improve their answer

The candidate has excellent knowledge, skills and understanding. Achieving full marks means there are no significant improvements to highlight.

Example Candidate Response – middle 1	Examiner comments
<p>3 Refer to Fig. 3.1 (Insert), information about national parks in Tanzania.</p> <p>(a) Define the term 'GDP'.</p> <p>..... Government developement policies. 1</p> <p>..... [1]</p> <p>(b) State <b>three</b> adventure activities tourists can do in national parks.</p> <p>1 Safari ride 2</p> <p>2 Camping outside 3</p> <p>3 Zipline ride 4</p> <p>..... [3]</p> <p>(c) Wildlife and safari holidays can be purchased through a travel agent or arranged independently.</p> <p>Explain <b>two</b> benefits of booking a wildlife or safari holiday through a travel agent.</p> <p>1 Travel agent can help the audience to have a more brief description of how to follow the steps and more details about the package. 5</p> <p>2 More efficient booking and confirmed confirmed booking. Reliable can get to know every detail by asking them. 6</p> <p>..... [4]</p> <p>(d) Explain <b>three</b> negative economic impacts of tourism.</p> <p>1 Import leakage - Where the when the customer asks for a product that is not possible for the service to provide or is much more expensive to be provided. 7</p> <p>2 Export leakage - This is when the money invested in a country from a chain that is from another region, takes back all the money invested back to their country of origin. 8</p> <p>3 Decrease in economy rate of a country which will lead many people to lose their job opportunities. 9</p> <p>..... [6]</p>	<p>1 The candidate attempts to define the term 'GDP'; however, the response is inaccurate.</p> <p>Mark for (a) = 0 out of 1</p> <p>2 The candidate successfully states a valid adventure activity.</p> <p>3 The candidate attempts to identify an adventure activity. However, camping is considered a type of accommodation rather than an adventure activity for this syllabus. Therefore, the response is incorrect.</p> <p>4 The candidate successfully states another valid adventure activity.</p> <p>Mark for (b) = 2 out of 3</p> <p>5 The candidate attempts to explain a benefit. However, the response is unclear and the candidate does not identify a valid benefit.</p> <p>6 The candidate explains a benefit; however, the response is too vague and is not clearly expressed.</p> <p>Mark for (c) = 0 out of 4</p> <p>7 The candidate successfully identifies a valid negative economic impact of tourism. However, the development of the response is descriptive rather than explaining the negative impact.</p> <p>8 The candidate identifies export leakage as a valid negative economic impact. The response develops into a reasonable explanation of how this impact affects the destination.</p> <p>9 The candidate has not given a valid negative economic impact. A decrease in the economy can happen for many reasons. The candidate needed to state a valid reason of what is causing the decrease.</p> <p>Mark for (d) = 3 out of 6</p>



Example Candidate Response – middle 1, continued	Examiner comments
<p>(e) Discuss the importance of involving local communities in decision making when managing a sustainable destination.</p> <p>..... local communities know more about the  ..... place where they live. To manage a destination sustainably,  ..... you have to consider about other factors, that could  ..... be affected by a change. <sup>10</sup> Managing sustainably is  ..... when you do a change to the destination without harming  ..... the surroundings. So it is important to make locals  ..... living nearby aware of the process. <sup>11</sup> They might  ..... give some idea and help to reduce any harm to  ..... the surrounding and avoid and disadvantageous things  ..... to happen. <sup>12</sup></p>	<p><sup>10</sup> The candidate states that locals know more about the place as a valid reason why it is important to involve them in decision making when managing a sustainable destination. The candidate applies this well to the context of the question.</p> <p><sup>11</sup> The candidate gives an additional reason why it is important and applies this to the context of the question.</p> <p><sup>12</sup> The candidate provides some limited analysis of why the reasons identified are important.</p> <p>Mark for (e) = 3 out of 6</p> <p><b>Total mark awarded = 8 out of 20</b></p>

### How the candidate could improve their answer

(c)

- The candidate could have been clearer with their point made and they needed to provide more detail on how booking with a travel agent is more efficient.

(d)

- The candidate needed to explain and analyse their points rather than be descriptive. They needed to make sure that points given were valid.

(e)

- The candidate needed to apply further analysis to their reasons.
- The candidate needed to have an accurate and good understanding of the key terms and concepts from the syllabus.
- The candidate needed to use key terminology in their longer responses to strengthen them and ensure they were specific and focused.
- The candidate needed to understand more clearly what was required of them for each of the command words used in the examination.

Example Candidate Response – middle 2	Examiner comments
<p>3 Refer to Fig. 3.1 (Insert), information about national parks in Tanzania.</p> <p>(a) Define the term 'GDP'.</p> <p>Gross domestic product is the destinations <del>revenue</del> revenue from throughout the year. 1 [1]</p> <p>(b) State <b>three</b> adventure activities tourists can do in national parks.</p> <p>1 Game drives 2 2 Camping 3 3 Hikes 4 [3]</p> <p>(c) Wildlife and safari holidays can be purchased through a travel agent or arranged independently.</p> <p>Explain <b>two</b> benefits of booking a wildlife or safari holiday through a travel agent.</p> <p>1 One benefit is the travel agent plans and budgets everything for you making the booking easier and less stressful 5 6 [4]</p> <p>2 Another benefit is that it is cheaper than using an organisation and less stressful 7 [4]</p> <p>(d) Explain <b>three</b> negative economic impacts of tourism.</p> <p>1 One economic impact is that the destination has to spend a lot of money on sustaining their infrastructure. 8 [6]</p> <p>2 Another negative is how much money. Tourism organisations are required to pay for essentials, food, electricity, water etc it impacts the economy because tourism is becoming more popular causing an increase in expenses. 9</p> <p>3 Another economic impact is tourism's income shifts to highs during peak season and lows during off-season making it difficult to handle. 10 [6]</p>	<p>1 The candidate successfully defines the term 'GDP' by using the correct words for the acronym. Although there is an error in the way the candidate has used the term 'revenue' they demonstrate enough understanding to be awarded the mark.</p> <p>Mark for (a) = 1 out of 1</p> <p>2 The candidate correctly states a valid adventure activity.</p> <p>3 The candidate attempts to identify an adventure activity. However, camping is considered a type of accommodation rather than an adventure activity for this syllabus. Therefore, the response is incorrect.</p> <p>4 The candidate successfully provides another valid adventure activity.</p> <p>Mark for (b) = 2 out of 3</p> <p>5 The candidate gives a benefit of booking the holiday through a travel agent.</p> <p>6 The response develops into a simple and succinct explanation of exactly how a tourist benefits from the reason identified.</p> <p>7 The response is too vague; the candidate has not given a valid alternative organisation to validate the 'cheaper' or 'less stressful' aspects of this response.</p> <p>Mark for (c) = 2 out of 4</p> <p>8 The response given is vague and does not identify a specific negative economic impact.</p> <p>9 The response does not identify a valid specific negative economic impact.</p> <p>10 The candidate identifies a valid negative economic impact, however it is not explained.</p> <p>Mark for (d) = 1 out of 6</p>



Example Candidate Response – middle 2, continued	Examiner comments
<p>(e) Discuss the importance of involving local communities in decision making when managing a sustainable destination.</p> <p>The importance of involving local communities in decision making when managing a sustainable destination is allowing the locals to keep the traditional and history of the destination going. it helps preserve the culture and keep it alive. <sup>11</sup> It also makes the locals feel involved and apart of the destination. <sup>12</sup> It could lead to less violence because the locals aren't tuning on the organisation or each other. <sup>13</sup></p>	<p><sup>11</sup> The candidate successfully identifies a reason that is relevant to sustainable tourism.</p> <p><sup>12</sup> The candidate identifies another reason and applies this to the context of the question.</p> <p><sup>13</sup> The candidate attempts to analyse however the response is unclear.</p> <p>Mark for (e) = 2 out of 6</p> <p><b>Total mark awarded = 8 out of 20</b></p>

### How the candidate could improve their answer

- (d) The candidate needed to be more specific to ensure accurate meaning was conveyed and their response was more specific.
- (e) The candidate needed to be clearer in their response and link their points to the question. There is not a link to a specific organisation in the question or the preceding response.

### Common mistakes and guidance for candidates

Candidates needed to know the different types of travel and tourism organisations as listed in the specification.

## Question 4

Example Candidate Response – high	Examiner comments
<p>4 Refer to Fig. 4.1 (Insert), a photograph of an electric sightseeing bus in Wrocław, Poland.</p> <p>(a) Other than a bus, state <b>two</b> types of public transport.</p> <p>1 Train ..... [2]</p> <p>2 Coach ..... <b>1</b></p> <p>(b) Electric powered vehicles are one way transport has become more sustainable.</p> <p>Other than electric powered vehicles, state <b>two</b> sustainable transport developments.</p> <p>1 Smart traffic light systems which reduce traffic congestion ..... [2]</p> <p>2 One way roads that prevent traffic ..... <b>2</b></p> <p>(c) Describe the interdependency between transport providers and the following tourism organisations:</p> <p>tour operator Tour operator combines the components of travel into a package, which includes transport such as car hire. <b>3</b> Hence, this increases helps the transport providers to get customers more customers. <b>4</b></p> <p>airport Inbound tourists can get bus services from transport providers such as bus or coach in airports. This acts as a link for the tourists to enter into the city centers from the airport. <b>5</b> [4]</p> <p>(d) Explain <b>three</b> reasons for the appeal of sightseeing tourist buses.</p> <p>1 Sightseeing tourist buses enable tourists to view the city scenery and take photographs of the city, <b>6</b> which they like to do. This can lead to a more enjoyable experience for the tourists. <b>7</b></p> <p>2 The tourists can get information about important landmarks throughout the destination, while in the sightseeing bus. <b>8</b> This will be more appealing to tourists who <del>seek</del> <sup>look</sup> to gain knowledge about the destination. <b>9</b></p> <p>3 Sightseeing tourist buses enable the tourists to interact with the locals throughout the journey. Hence, it would create a positive relationship with the locals, which the tourists look out for. <b>10</b> [6]</p>	<p><b>1</b> The candidate successfully identifies two different types of public transport, other than a bus.</p> <p>Mark for (a) = 2 out of 2</p> <p><b>2</b> Both responses are incorrect as they focus on traffic management /managing congestion rather than sustainable transport developments.</p> <p>Mark for (b) = 0 out of 2</p> <p><b>3</b> The candidate successfully describes how tour operators have an interdependency with transport providers.</p> <p><b>4</b> The candidate develops the response to ensure they cover the interdependency from the other side – transport providers and travel agencies.</p> <p><b>5</b> The candidate only describes one side of the interdependency, between transport providers and airports.</p> <p>Mark for (c) = 3 out of 4</p> <p><b>6</b> The candidate identifies a reason for the appeal of sightseeing tourist buses that is clearly applicable to the question.</p> <p><b>7</b> The candidate explains how this benefits the tourist and therefore is appealing.</p> <p><b>8</b> The candidate identifies an additional reason for the appeal that clearly applies to sightseeing buses.</p> <p><b>9</b> The response develops into a good explanation of the reason, focusing on how tourists benefit from the reason.</p> <p><b>10</b> The candidate attempts to give a reason for the appeal; however, it does not clearly apply to sightseeing buses. It is very unlikely that local people would be using the sightseeing bus, instead the response appears to be referring to local service buses.</p> <p>Mark for (d) = 4 out of 6</p>

Example Candidate Response – high, continued	Examiner comments
<p>(e) Assess the importance of destinations having sustainable public transport.</p> <p>Sustainable public transport helps <sup>to increase</sup> <del>reduce</del> <del>dam</del> the sustainability of destinations. <sup>11</sup> Sustainable public transport prevents negative environmental impacts like air pollution and noise pollution. <sup>12</sup> Thus, this will <sup>reduce</sup> <del>improve</del> the disturbance to locals and minimize harm to the local environment. <sup>13</sup> Furthermore, it helps attract more tourists as the awareness on sustainability has increased. Hence, this can also bring positive economic impacts like higher revenue and more job opportunities. Destinations can introduce electric public transport vehicles in order to do this, and also introduce other ways of increasing sustainability, such as by introducing tourism products and services that are sustainable. <sup>14</sup> [6]</p>	<p><sup>11</sup> The candidate successfully identifies a reason why public transport is important.</p> <p><sup>12</sup> The candidate identifies a second reason why public transport is important.</p> <p><sup>13</sup> The candidate develops the response into an analysis of how the destination benefits. The analysis is applied and clearly links to the question.</p> <p><sup>14</sup> The candidate develops the response into further applied analysis of how the destination benefits.</p> <p>Mark for (e) = 5 out of 6</p> <p><b>Total mark awarded = 14 out of 20</b></p>

### How the candidate could improve their answer

(c)

- The question asked about the interdependency between travel agents and transport providers. An interdependency is between both organisations. Therefore, it was important that the candidate described both sides of the interdependency.

(d)

- The candidate needed to carefully consider the application of the question and ensure that the response was relevant throughout.

(e)

- The candidate needed to develop this longer answer response into reasoned evaluation.
- The candidate would have benefited from knowing the different areas of the specification better to ensure they used the right knowledge and understanding when answering the questions.

Example Candidate Response – middle	Examiner comments
<p>4 Refer to Fig. 4.1 (Insert), a photograph of an electric sightseeing bus in Wrocław, Poland.</p> <p>(a) Other than a bus, state <b>two</b> types of public transport.</p> <p>1. Ferry..... 2. Taxi..... [2]</p> <p>(b) Electric powered vehicles are one way transport has become more sustainable. Other than electric powered vehicles, state <b>two</b> sustainable transport developments.</p> <p>1. <del>area</del> making more bicycle lanes on roads to encourage more people to ride by bicycles. 2. Promote skateboarding. [2]</p> <p>(c) Describe the interdependency between transport providers and the following tourism organisations:</p> <p>tour operator Tour operators would lead tourists to certain transport providers so the transport providers would depend on this to get more passengers. airport Airports will give transport providers certain spaces areas near exit tourist exits so that that tourists will see the transport providers as they leave exit the airport. [4]</p> <p>(d) Explain <b>three</b> reasons for the appeal of sightseeing tourist buses.</p> <p>1. Tourists can enjoy the view of sights will sitting in comfort. 2. The sightseeing tourist bus will go to all or most of the important popular sights so that tourists will not miss out any from seeing the good sights. 3. The bus will have tour operators who will explain the sights as the bus goes by or stops. This will give the tourists the information they need about [6]</p>	<p>1 The candidate successfully identifies two different types of public transport, other than a bus. Mark for (a) = 2 out of 2</p> <p>2 The candidate correctly states a sustainable transport development. The use of the word 'more' allows the response to be a 'development'.</p> <p>3 This response is not a relevant sustainable transport development. Mark for (b) = 1 out of 2</p> <p>4 This part of the response successfully describes both sides of the interdependency, focusing on how each organisation benefits.</p> <p>5 For this part of the response, the candidate describes the interdependency from the airport side of the relationship. However, this is not developed to describe how transport providers are interdependent on airports. Mark for (c) = 3 out of 4</p> <p>6 The candidate identifies a reason for the appeal of sightseeing buses; however, no explanation is evident.</p> <p>7 The candidate states an additional reason for the appeal and successfully applies this to sightseeing buses.</p> <p>8 The candidate develops the response into an explanation of how the tourist benefits which in turn makes it appealing.</p> <p>9 The candidate successfully identifies an applied reason for the appeal; however, the explanatory development is vague. Mark for (d) = 4 out of 6</p>

Example Candidate Response – middle, continued	Examiner comments
<p>(e) Assess the importance of destinations having sustainable public transport.</p> <p>Nowadays, most tourist care about the sustainability of destinations. Due to this having <del>more non sustainable</del> public transport that pollutes the air would <del>make drop the</del> destination get <del>lower</del> <del>lower</del> tourist arrivals. Moreover, sustainable public transport is also important because this would improve the image of the destination and more tourists would travel to the destination. 10</p>	<p>10 The candidate successfully identifies three reasons why it is important, all of which have some explanation to make them relevant. However, there is no evidence of analysis or evaluation in this response.</p> <p>Mark for (e) = 2 out of 6</p> <p><b>Total mark awarded = 12 out of 20</b></p>

### How the candidate could improve their answer

(d)

- The candidate has not applied the explanation to the question. The candidate needed to be clearer about what information they were referring to throughout their response.

(e)

- The candidate needed to analyse and evaluate the points made to be awarded further marks.
- The candidate could have ensured that all of their answers were not just testing theory and were applied to the context of the question.



Example Candidate Response – low	Examiner comments
<p>4 Refer to Fig. 4.1 (Insert), a photograph of an electric sightseeing bus in Wrocław, Poland.</p> <p>(a) Other than a bus, state <b>two</b> types of public transport.</p> <p>1 Taxi ①</p> <p>2 River boats ②</p> <p>[2]</p> <p>(b) Electric powered vehicles are one way transport has become more sustainable.</p> <p>Other than electric powered vehicles, state <b>two</b> sustainable transport developments.</p> <p>1 City cars that run along power lines instead of petrol. ③</p> <p>2 Electric bikes ③</p> <p>[2]</p> <p>(c) Describe the interdependency between transport providers and the following tourism organisations:</p> <p>tour operator The interdependency between transport providers and tour operators is scheduling trips for customers. ④</p> <p>airport To ensure customers have transport to and from the airport, allowing the customers to be less stressed about transport ⑤</p> <p>[4]</p> <p>(d) Explain <b>three</b> reasons for the appeal of sightseeing tourist buses.</p> <p>1 One reason for the appeal of sightseeing tourist buses is being able to learn about the destinations history and culture. ⑥</p> <p>2 Another appeal of sightseeing buses is being able to explore the destination and relax well doing so, it appeals to people who want to learn about the destination. ⑦ ⑧</p> <p>3 Another appeal could be that it's a bus so it can cater for family and friends. ⑨</p> <p>[6]</p> <p>(e) Assess the importance of destinations having sustainable public transport.</p> <p>The importance of destinations having sustainable public transport is that it generates a huge income for the destination, it's convenient for both locals and tourists, it's also convenient for single travellers as well as groups and families, it's also sustainable meaning it's reliable and trustworthy for customers, It operates 24/7 which is convenience for all users. ⑩</p>	<p>① The candidate successfully states 'taxi' as a type of public transport.</p> <p>② The candidate states 'river boat', which is not specific enough to be considered public transport.</p> <p>Mark for (a) = 1 out of 2</p> <p>③ Both responses refer to electric vehicles, which the question asks candidates to exclude from their responses.</p> <p>Mark for (b) = 0 out of 2</p> <p>④ The candidate describes the role of tour operators, rather than the interdependency they have with transport providers.</p> <p>⑤ The candidate successfully describes a side of the interdependency for airports. However, there is no development that considers how transport providers are interdependent on airports.</p> <p>Mark for (c) = 1 out of 4</p> <p>⑥ The candidate identifies a reason for the appeal and applies this to the question. The response needs more development to be explanatory.</p> <p>⑦ The candidate successfully identifies a reason for the appeal that is well applied.</p> <p>⑧ The candidate attempts to develop the response into explanation. However, the development is not linked to the identification of exploring while relaxing.</p> <p>⑨ The candidate identifies a reason for the appeal. Again, the response has no explanatory development.</p> <p>Mark for (d) = 4 out of 6</p> <p>⑩ The candidate attempts to answer this question. However, they describe sustainable transport rather than focusing on why it is important for destinations to have it.</p> <p>Mark for (e) = 0 out of 6</p> <p><b>Total mark awarded = 6 out of 20</b></p>

### How the candidate could improve their answer

- **(b)** The candidate would have benefited from reading the question carefully, to ensure any exclusions were considered before responding.
- **(c)** The candidate needed to understand the term ‘interdependency’ to answer the question accurately. Understanding the term may also have helped the candidate to develop their response more effectively.
- **(d)** The candidate needed to ensure that their response was clearly applied to the question and that explanations were developed.
- **(e)** The candidate needed to focus on the command word of this question to ‘assess’ rather than ‘describe’ and then focus on why it is important for destinations to have sustainable public transport.

### Common mistakes and guidance for candidates

- **(b)** Some candidates demonstrated a lack of understanding that sustainable transport developments referred to ways that transport has changed to be more sustainable.
- **(c)** Many candidates did not cover both sides of the interdependency.
- **(d) (e)** Candidates needed to develop their responses to longer answer questions into analysis and / or evaluation to access the higher levels.

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