

Example Candidate Responses – Paper 1

Cambridge IGCSE[™]
Travel & Tourism 0471
Cambridge O Level
Travel & Tourism 7096

For examination from 2024







Contents

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
Evample Candidate Response – low	30

Introduction

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

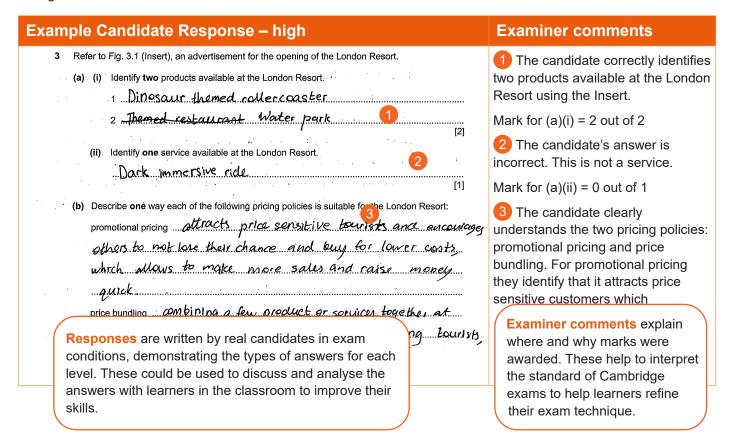
0471 June 2024 Mark Scheme 12

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.



How the candidate could improve their answer

 The candidate needs to address the first part of the 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

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.

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.

Question 1

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

Example Candidate Response - high 1, continued

	3 Develor Monaging tourist capacity in a activity of wationed
	tourism advertises. Thus, _they make sure thedestination
	eleesnotgobeyonolit'snorying
	to maintain the appeal of the destination. (7)
(e)	Evaluate the effect of decreasing disposable income on tourism demand.
	sidizogzikwol.e.teomarottanateriA:lennaskm27ruot
	cause
	haveenoughmoneytodemandfortheproductsandservices
	they want. Thus, it would reduce dumestic and wester international
	teurism: Moreover, Fall in burism demand due to less disposible
	inome would decrease the sales and probitability at
	tourismorganisations. Hence,bourlsonorganisationsmayhave
	to wemplayee or fixe staffs to semin in the industry
	Therefoxe, a. Decreasing asposible income would effect an

tourism demand a lata As it decreases travelling and

increuses unemployement. 10

Examiner comments

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

- 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 'unemployee 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

- (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.

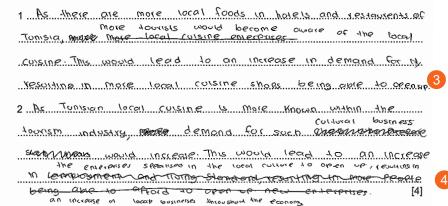
Example Candidate Response - high 2

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

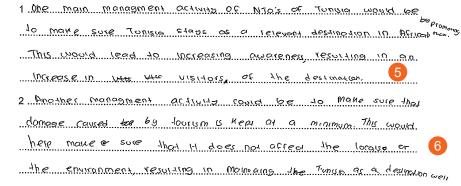
- (a) State three tourism organisations likely to be involved in the creation of Tunisia's Sustainable Tourism Charter.
 - 1 Tour operators
 - 2 Travel agents
 - 3 Morres Airlines.
- (b) State one aim of Tunisia's Sustainable Tourism Charter that will have a positive sociocultural impact.



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



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



Examiner comments

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

- 3 A MONORMENI ACTIVITY OF NTO'S COOK be taking Point

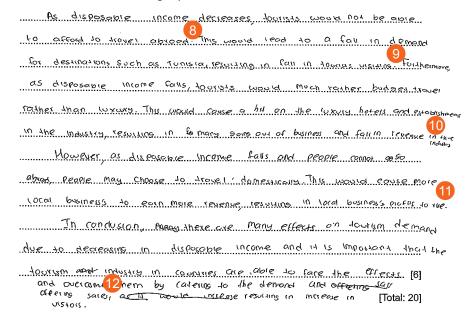
 10 different Events abroad I and realing sood develodiplomatic

 Telationships This would help make tourism easier to

 executer resulting in increase in revenue from Lithus heping

 the Tonsien economy.

 [6]
- (e) Evaluate the effect of decreasing disposable income on tourism demand.



Examiner comments

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.

Mark for (d) = 2 out of 6

- 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.
- 9 The candidate develops the response by providing an explanation of the consequences of tourists not being able to afford to travel.
- 10 The candidate successfully develops the response into an evaluative comment of the likely consequence of the effect.
- 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.
- 12 The candidate provides some evaluation by considering the importance to the tourism industry of managing these effects.

Mark for (e) = 6 out of 6

Total mark awarded = 15 out of 20

(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

- 1 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 .T. (-Tourish) insprimation centres)

2 NTO Chational tourism organisation)

3 RTO Chegional tourism organisation)

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

proceeds the use of local food in hotels and restaurants [1]

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

1 It supports lacal businesses since they are going to be making it which means imake source of income fet lacal catering businesses which leads to better lifestyle for locals 4

2 More Job opportunities for lacals since they are going to need more people to make these dishes so this aff means it reduces unemployment in the local area which means local living standards increases and this helps the country get a higher GDP smee [4]

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

1 TO promote and market the destination. They uses websites and said medica to premete the destination, and they pests stort appealing videos showing of the destination. The products a services available to 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.

3 TO host workshaps for tourism providers services are at the standards required and trains them provide information to them.

Examiner comments

1 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.

Mark for (a) = 2 out of 3

[3]

2 The candidate identifies the wrong element from the Insert; therefore, this response is incorrect.

Mark for (b) = 0 out of 1

- 3 The candidate identifies a valid way and applies this well to the context of the question.
- 4 The candidate develops the response into a valid explanation by explaining the consequences.
- 5 The candidate identifies another valid way.
- 6 Again the candidate develops the response into a good explanation by explaining the impact to the local people.

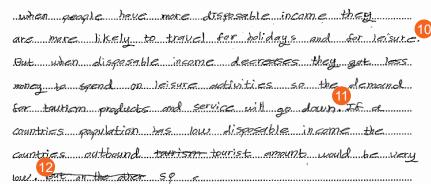
Mark for (c) = 4 out of 4

- The candidate identifies a service instead of a valid management activity of National Tourism Organisations.
- 8 The candidate does not identify a valid management activity of NTOs. National Tourism Organisations do not develop infrastructure and transport.
- 9 Again the candidate identifies a service rather than a management activity of NTOs.

Mark for (d) = 0 out of 6

Example Candidate Response - middle, continued

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



Examiner comments

- 10 The first sentence of the response is not relevant to the question.
- 11 The candidate identifies a valid effect on tourism demand of levels of disposable income decreasing, and explains this well.
- 12 The candidate identifies an additional effect, although this could be explained better. The candidate uses specific and relevant terminology well.

Mark for (e) = 2 out of 6

Total mark awarded = 8 out of 20

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** 2 Refer to Fig. 2.1 (Insert), a photograph of an ice hotel in Canada. 1 The candidate successfully states two factors of seasonality. (a) State two factors of seasonality. 1 weather Mark for (a) = 2 out of 2 2 public holidays The candidate correctly identifies homestays as a type of serviced (b) Other than hotels, state two types of serviced accommodation. accommodation. 1 homestays The candidate identifies 2 cruises 'cruises' as a type of serviced accommodation. A cruise is a type (c) Explain two ways the ice hotel could improve its occupancy rates. of holiday, not a type of serviced 1 discounts: The ice hotel can offer di reduce the prices of rooms accommodation so no mark is soften when caupancy rate is low so they can attract more awarded. customers with lower prices. This allows them more rooms to Mark for (b) = 1 out of 2 be booked hence increasing occupancy rate. [5] 4 The candidate successfully 2 promote: The ice hatel can promote their hotel through leaflets, identifies discounts as a way the ice hotel could improve its occupancy advertisements, billboards etc. so that people become more aware about and interested in their hotel this attems more rooms to be rate. 5 The response develops into a booked hence increasing occupancy rate. 7 good explanation of how reducing prices will improve the occupancy (d) Evaluate two benefits of good customer service. rate. 1 increased costomers satistactions Mhbu costomers are broniged 6 The candidate identifies with good customer service the customer satisfaction rate promotion as a further way to increases This makes the customer have a better image of improve occupancy rates. the organisation and makes them ea want to come to ceturn The candidate develops the as they know they is get good service. This causes the customer response explaining exactly how be lough and become a repeat customer 9 promotion will increase occupancy rates. Mark for (c) = 4 out of 4 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. The candidate provides some evaluation of the benefits of good customer service.

Example Candidate Response - high, continued

2 increased revenue: When customer are provided with good costome customer service they return more. They also spread the word about the good service with friends making them interested.

This causes more people to come the organisation and improves brand image and customer loyalty. The more customers the 11 organisation gets the more revenue is earned earnt-

(e) Evaluate the appeal of serviced accommodation.

There are many reasons why serviced accommodation is appealing. First of all its more comminent as others will be extering to the customers needs and wants, allowing them to relax Poreover serviced accommodation provider more services like laundry, house keeping, baby silting, etc. so customers can enjoy their stay better hastly there will be staff on premises to assist the customer with any troubles. 14 So customer can have a hassle free staff without much complications. To conclude these are the reasons why customers fird serviced accommodation appealing. Destinations can use this to attract more customers and make the destination popular. 15

Examiner comments

- This first part repeats the analysis and evaluation from the first response.
- The candidate gives a different analytical point about the benefit of good customer service, linking it to the financial benefits of customer loyalty.

Mark for (d) = 3 out of 6

- 12 The candidate identifies a reason for the appeal of serviced accommodation. This is clearly explained and focuses on the benefit to the customer.
- 13 The candidate analyses the benefit of convenience.
- 14 The candidate identifies and explains another reason for the appeal of serviced accommodation.
- 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.

Mark for (e) = 4 out of 6

Total mark awarded = 14 out of 20

How the candidate could improve their answer

(b)

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

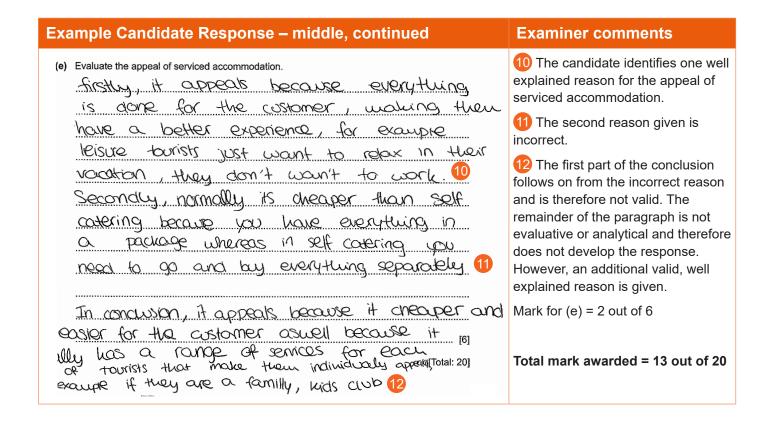
(d)

 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.

Ex	ample Candidate Response – middle	Examiner comments
	Refer to Fig. 2.1 (Insert), a photograph of an ice hotel in Canada. (a) State two factors of seasonality.	1 The candidate successfully states two factors of seasonality.
	1 climate of destination	Mark for (a) = 2 out of 2
	2 When people have their holidays [2] (b) Other than hotels, state two types of serviced accommodation.	2 The candidate correctly provides two different types of serviced accommodation.
	1 bed and breakfast	Mark for (b) = 2 out of 2
	2 NOSIEIS [2]	3 The candidate identifies a way that the ice hotel could improve its
1	(c) Explain two ways the ice hotel could improve its occupancy rates.	occupancy rates.
	1 promote thouselves the internationally (usil make them appeal to more tourist, the increasing their occupancy (The candidate explains how 'promotion' will increase the occupancy rate.
	rate 2 dering a wider range of services (of will make them attract a corder	5 The candidate identifies another way the ice hotel could improve its occupancy rates.
	customer base [4]	6 The candidate develops their answer by explaining how more services can attract a wider customer base, implying an increase
((d) Evaluate two benefits of good customer service.	in occupancy rates.
	repeat business, if a customer	Mark for (c) = 4 out of 4
	likes the way they are treated they are more likely to remember it and chosing it when organising their next vacation ?	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.
	2 people will write reviews, making them have a good reputation. 8 f they write the reviews on the internet more people will see them and be attack	8 The candidate successfully provides an additional valid analytical point of the benefit of good customer service, focusing on the reputation.
	to se this prinsted of another organisation 9	9 The candidate gives an evaluative comment focusing on how an organisation would benefit from developing a respectable reputation
		for providing good customer service.
		Mark for (d) = 3 out of 6



(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.

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

(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** 3 Refer to Fig. 3.1 (Insert), information about national parks in Tanzania. 1 The candidate successfully defines the term 'GDP'. (a) Define the term 'GDP'. "GDP" of gross domestic product refers to average Mark for (a) = 1 out of 1 Income per head of a country. 1 2 The candidate correctly identifies (b) State three adventure activities tourists can do in national parks. three adventure activities that tourists can do in national parks. 1 Ziplining 2 WILLIFE SOFATIS Mark for (b) = 3 out of 3 3 Mountain dimbing. The candidate identifies a valid benefit of booking with a travel (c) Wildlife and safari holidays can be purchased through a travel agent or arranged agent. independently. 4 The candidate develops Explain two benefits of booking a wildlife or safari holiday through a travel agent. the response into a thorough 1 By booking wildlife or saferi nalldays through travel agents explanation, clearly explaining how tourists can guantice that they are chosing the bat the customer benefits. possible option to them 3 the travel agents are 5 The candidate identifies an more expirience and knowledgable. Dis assures they good value their more additional valid benefit. 2 Travel agents would be incharge of the holiday 6 The candidate develops the properations 5 his allows the formists to save time response well explaining exactly how the tourist would benefit. as they would not need to spend time arranging Mark for (c) = 4 out of 4 The holling themselves. This can be stressfier and more comforting for the tourist 6 The candidate identifies a valid negative economic impact of (d) Explain three negative economic impacts of tourism. tourism. 1 Noversm A country can become overdependent on tourism. This 8 The candidate develops the ovudependency can lead to a loss of traditional answer, clearly explaining the Industraice and can cause major scabacts to negative impact. the economy during low peak seasons. 8 The candidate provides a further 2 Tourism is scasonal by na industry. Therefore whom valid negative economic impact of tourism. it can heavily increase the unemployment notes during of f peak seasons 9 hich can decrease the living standards 10 The response develops into a good explanation of the of the people one ea decreax job security. 10 consequences of this impact. 3. In order to meet the standards of the worlds 11 The candidate gives a third using the country, the dutination may have to import a increased amount of products and services 11 This leads valid negative economic impact of tourism. to import kakage as well as a defeat in their balance of 12 The response develops pay mank 12 into a good explanation of the consequence to the destination. Mark for (d) = 6 out of 6

Total mark awarded = 20 out of 20

Example Candidate Response – high, continued **Examiner comments** 13 The candidate identifies and (e) Discuss the importance of involving local communities in decision making when managing a sustainable destination. explains one valid reason why Over the & recent years, there has been increased consideration involving local communities is given to managing destructions sustainably. One of the ways to important. do this is by involving local communities in det decision 14 The candidate continues making of the tourism in anshy 13 his can create a good a analysing the reason. The analysis is applied to the context of the question relationship between the locals and the tourists and ensure there and clearly focuses on how the they have a good attribute towards the marsty allowing them destination would benefit from the to effectively manage the sestination sustainably thorrower, the collaboration with local communities. locals would be the most awar on how to prejerce their 15 The candidate identifies and a Hore and sustaine the destination & Therefore by molving explains an additional valid reason them in desition making good decision 15 can be made which with why it is important. 16 The analysis of this additional will reduce negative economic, social cultural and environment impacts of benefit is clear and the candidate tourism 16 il in all involving local communities plays a [6] civicial volc in managing a autination sustainably. However, many other methods such as batting climate changes hould [Total: 20] applies this to the context of the question. also be considered. 17 The candidate provides a reasoned evaluation to close the response. The evaluation is more than repeating the points already raised. Mark for (e) = 6 out of 6

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.

E>	an	nple Candidate Response – middle 1	Examiner comments	
3		er to Fig. 3.1 (Insert), information about national parks in Tanzania. Define the term 'GDP'.	1 The candidate attempts to define the term 'GDP'; however, the	
		Covernment developement policies 1	response is inaccurate.	
			Mark for (a) = 0 out of 1	
	(b)	State three adventure activities tourists can do in national parks. 1	2 The candidate successfully states a valid adventure activity.	
	(c)	2 I Camping outside 3 3 B Zipline and ride 4 [3] Wildlife and safari holidays can be purchased through a travel agent or arranged independently. Explain two benefits of booking a wildlife or safari holiday through a travel agent.	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.	
		1 Travel agent can help the audience to have a more breif description of how the to follow the	4 The candidate successfully states another valid adventure activity.	
		steps and more details about the package 5	Mark for (b) = 2 out of 3	
		2 More efficient booking and confirmed booking. Reliable, can get to know every detail by asking them, 6	5 The candidate attempts to explain a benefit. However, the response is unclear and the candidate does not identify a valid benefit.	
	(d)	[4] Explain three negative economic impacts of tourism.	6 The candidate explains a benefit; however, the response is too vague and is not clearly expressed.	
		1 Import leakage - Where the when the customer asks for	Mark for (c) = 0 out of 4	
		a product that is not possible for the service to provide or is much more expensive to be provided. 7 2 Export leakage. This is when the money inverted.	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.	
		in a country from a chain that is from another region, takes back all the money invaked back to their country of origin. 3 Decrease in economy rate of a country which will keed many people to loose their job apportunities.	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.	
		. [6]	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.	
			Mark for (d) = 3 out of 6	

Example Candidate Response – middle 1, continued Examiner comments 10 The candidate states that locals Discuss the importance of involving local communities in decision making when managing a know more about the place as a sustainable destination. valid reason why it is important to local communifies know more about the involve them in decision making place Where they live . To manage a destination scutainably when managing a sustainable to consider about other factors, that could destination. The candidate applies this well to the context of the be affected by a change Managining soustainable is auestion. when you et do a change to the distrination without harming 111 The candidate gives an the surroundings. So It is important to make locale additional reason why it is important Hiving nearby aware of the process. They might and applies this to the context of the question. give some idea and help to reduce any harm to 12 The candidate provides some the surrounding and avoid and disadvantageous things limited analysis of why the reasons to happen 12 identified are important. Mark for (e) = 3 out of 6 Total mark awarded = 8 out of 20

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.

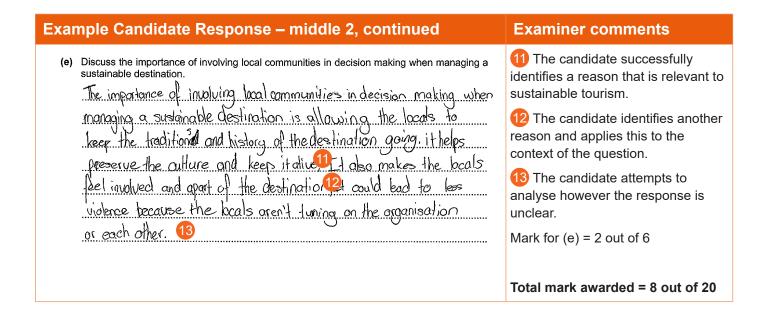
(d)

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.

LA	ан	npie Gandidate Response – inidule 2	Examiner comments
1	(a)	Aroughout the year. State three adventure activities tourists can do in national parks.	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.
		2 Camping 3	Mark for (a) = 1 out of 1
((c)	3 Hikes [3] Wildlife and safari holidays can be purchased through a travel agent or arranged	2 The candidate correctly states a valid adventure activity.
·	•	independently. Explain two benefits of booking a wildlife or safari holiday through a travel agent. 1 One benefit is the travel agent plans and budgets everything for you 5 making the booking easier and less stressful 6	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.
		2 Another benefit is that it is cheaper than using an organisation and less stressful (7)	4 The candidate successfully provides another valid adventure activity.
			Mark for (b) = 2 out of 3
(Explain three negative economic impacts of tourism. 1 One economic impact is that the destination has to spend alot of money on sustaing their inflastructure. 8	 The candidate gives a benefit of booking the holiday through a travel agent. The response develops into a simple and succinct explanation of exactly how a tourist benefits from the reason identified.
		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.	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.
		3 Another economic impact is tourisms income shifts to highs during	Mark for (c) = 2 out of 4
		peak season and lows during off-season making it diffeutt to handle. 10	8 The response given is vague and does not identify a specific negative economic impact.
		[6]	9 The response does not identify a valid specific negative economic impact.
			10 The candidate identifies a valid negative economic impact, however it is not explained.
			Mark for (d) = 1 out of 6



- **(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** 4 Refer to Fig. 4.1 (Insert), a photograph of an electric sightseeing bus in Wroclaw, Poland. (a) Other than a bus, state two types of public transport. 1 Train Mark for (a) = 2 out of 2 (b) Electric powered vehicles are one way transport has become more sustainable. Other than electric powered vehicles, state two sustainable transport developments. 1 Smarl traffic light systems which reduce traffic conjection Mark for (b) = 0 out of 2 2 One way roads that prevent traffic providers. (c) Describe the interdependency between transport providers and the following tourism organisations: tour operator Tour operator combines the components of travel a package, which includes transport such as car hire Hence, this increases helps the transport providers to agencies. ged eustoners more customen. airport 11 bound tourists can get bus services from transport providers such as bus or coach in airports airports. acts as a link for This helps the tourists Mark for (c) = 3 out of 4 from the airport (d) Explain three reasons for the appeal of sightseeing tourist buses. 1 Sightseeing tourist buses enable tourists to view the city auestion. scenery and take photographs of the city, which they like to do. This can lead to a more enjoyable experience **U** appealing. for the tourists 2 The tourists can get information about informet important landmarks throughout the destination, while in the sightseeing bus This will be more appealing to tourists who stett to gain knowledge about the destination. 9 3 Sightseeing tourist buses enable the tourists the reason. interact with the locals throughout that for bug journey, Hence The would create a positive relationship with the locals, which the tourists looks out for 10

1 The candidate successfully identifies two different types of public transport, other than a bus.

2 Both responses are incorrect as they focus on traffic management /managing congestion rather than sustainable transport developments.

- 3 The candidate successfully describes how tour operators have an interdependency with transport
- 4 The candidate develops the response to ensure they cover the interdependency from the other side – transport providers and travel
- 5 The candidate only describes one side of the interdependency, between transport providers and
- 6 The candidate identifies a reason for the appeal of sightseeing tourist buses that is clearly applicable to the
- The candidate explains how this benefits the tourist and therefore is
- 8 The candidate identifies an additional reason for the appeal that clearly applies to sightseeing buses.
- The response develops into a good explanation of the reason, focusing on how tourists benefit from
- 10 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.

Mark for (d) = 4 out of 6

Example Candidate Response - high, continued

(e) Assess the importance of destinations having sustainable public transport.

Sustainable public transport helps recture dand the sustainability of destinations are Sustainable public transport prevents

negative environmental impacts like air pollution and noise pollution. Thus, this will improve the disturbance to locals and minimize haven to the local environmental furthermore, 77 helps attract more towists as the awareness on sustainability has increased theree, this can also bring postitive economic impacts like higher revenue and more justs appointmental. Destinations an introduce electric public dranspord vehicles in order to do this, and also introduce other ways of increasing sustainability, such as by introducing

tourism products ad ands services that are sustainable

Examiner comments

- 11 The candidate successfully identifies a reason why public transport is important.
- 12 The candidate identifies a second reason why public transport is important.
- 13 The candidate develops the response into an analysis of how the destination benefits. The analysis is applied and clearly links to the question.
- The candidate develops the response into further applied analysis of how the destination benefits.

Mark for (e) = 5 out of 6

Total mark awarded = 14 out of 20

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 Refer to Fig. 4.1 (Insert), a photograph of an electric sightseeing bus in Wroclaw, Poland. (a) Other than a bus, state two types of public transport. 1 ferry 2 Taxi 1 (b) Electric powered vehicles are one way transport has become more sustainable. Other than electric powered vehicles, state two sustainable transport developments. 1 Drea Making more bicycle lanes en roads to encanyage more people to ride by biggles: (2) 2 from o te skate boarding: 3 [2] (c) Describe the interdependency between transport providers and the following tourism organisations: tour operator Tony operators would lead towists to certain transport providers so the transport providers would depend on this to get more passingers 4 airport Alxports will give transport provider certain Sports areas near exite tourist exits so et that tourists will see the transport grovitors as they tonce exit the airport 5 (d) Explain three reasons for the appeal of sightseeing tourist buses. 1 Tourists can enjoy the view of sights evident. will sitting in comfort. 6 2 The sightseeing tonrist buss will go to all or most of the important popular sights so that tonrists will not miss out

may from seeing the good sights. 8

3 The kns will have tour operators

who will explain the sights as the

bus goes by ac stops. The This will

give the terrists the information they need about

Examiner comments

The candidate successfully identifies two different types of public transport, other than a bus.

Mark for (a) = 2 out of 2

- The candidate correctly states a sustainable transport development. The use of the word 'more' allows the response to be a 'development'.
- 3 This response is not a relevant sustainable transport development.

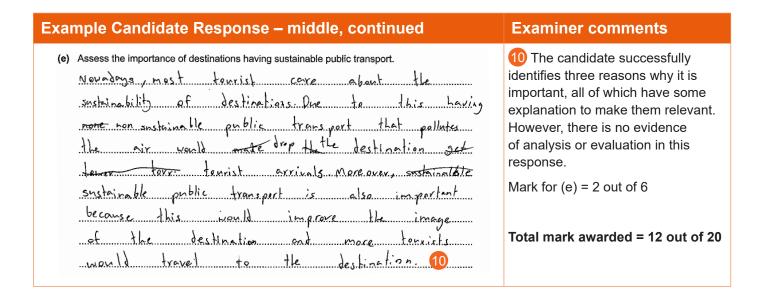
Mark for (b) = 1 out of 2

- This part of the response successfully describes both sides of the interdependency, focusing on how each organisation benefits.
- 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

- The candidate identifies a reason for the appeal of sightseeing buses; however, no explanation is
- The candidate states an additional reason for the appeal and successfully applies this to sightseeing buses.
- 8 The candidate develops the response into an explanation of how the tourist benefits which in turn makes it appealing.
- The candidate successfully identifies an applied reason for the appeal; however, the explanatory development is vague.

Mark for (d) = 4 out of 6



(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.

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

- **(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.