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Cambridge International prepares school students for life, helping them develop an informed curiosity and a lasting passion for learning. We are part of the University of Cambridge.

Our Cambridge Pathway gives students a clear path for educational success from age 5 to 19. Schools can shape the curriculum around how they want students to learn – with a wide range of subjects and flexible ways to offer them. It helps students discover new abilities and a wider world, and gives them the skills they need for life, so they can achieve at school, university and work.

Our programmes and qualifications set the global standard for international education. They are created by subject experts, rooted in academic rigour and reflect the latest educational research. They provide a strong platform for learners to progress from one stage to the next, and are well supported by teaching and learning resources.

Our mission is to provide educational benefit through provision of international programmes and qualifications for school education and to be the world leader in this field. Together with schools, we develop Cambridge learners who are confident, responsible, reflective, innovative and engaged – equipped for success in the modern world.

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'We think the Cambridge curriculum is superb preparation for university.'

Christoph Guttentag, Dean of Undergraduate Admissions, Duke University, USA



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Cambridge International is committed to providing exceptional quality. In line with this commitment, our quality management system for the provision of international qualifications and education programmes for students aged 5 to 19 is independently certified as meeting the internationally recognised standard, ISO 9001:2015. Learn more at www.cambridgeinternational.org/ISO9001

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Important: Changes to this syllabus



For information about changes to this syllabus for 2023, go to page 33.

The latest syllabus is version 1, published September 2020.

Any textbooks endorsed to support the syllabus for examination from 2014 are still suitable for use with this syllabus.

1 Why choose this syllabus?

Key benefits

Cambridge O Level is typically for 14 to 16 year olds and is an internationally recognised qualification. It has been designed especially for an international market and is sensitive to the needs of different countries. Cambridge O Level is designed for learners whose first language may not be English, and this is acknowledged throughout the examination process.

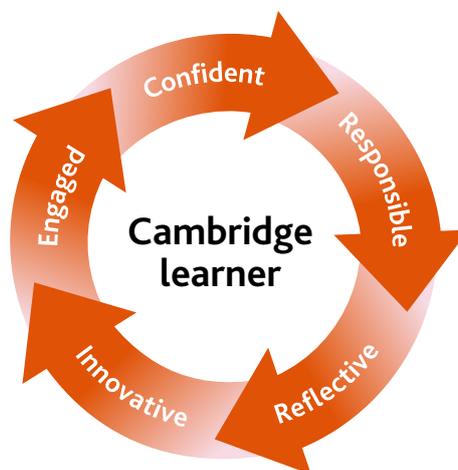
Our programmes balance a thorough knowledge and understanding of a subject and help to develop the skills learners need for their next steps in education or employment.

Cambridge O Level Travel & Tourism is designed to help meet the need for skilled and knowledgeable individuals in this rapidly diversifying industry. The intention of the syllabus is to provide a broad introduction to the travel and tourism industry and related ancillary service industries.

The syllabus develops practical skills across a range of working roles, as well as providing a global and local perspective on travel and tourism. Students gain an overview of the industry, and learn about popular destinations, customer care, working procedures, travel and tourism products and services, and marketing and promotion.

Through their studies, students will gain an understanding of the concepts, models and theories used within the industry, and also enhance their skills of investigation, analysis, interpretation and evaluation.

Our approach in Cambridge O Level Travel & Tourism encourages learners to be:



'Cambridge O Level has helped me develop thinking and analytical skills which will go a long way in helping me with advanced studies.'

Kamal Khan Virk, former student at Beaconhouse Garden Town Secondary School, Pakistan, who went on to study Actuarial Science at the London School of Economics

International recognition and acceptance

Our expertise in curriculum, teaching and learning, and assessment is the basis for the recognition of our programmes and qualifications around the world. The combination of knowledge and skills in Cambridge O Level Travel & Tourism gives learners a solid foundation for further study. Candidates who achieve grades A* to C are well prepared to follow a wide range of courses including Cambridge International AS & A Level Travel & Tourism.

Cambridge O Levels are accepted and valued by leading universities and employers around the world as evidence of academic achievement. Many universities require a combination of Cambridge International AS & A Levels and Cambridge O Levels or equivalent to meet their entry requirements.

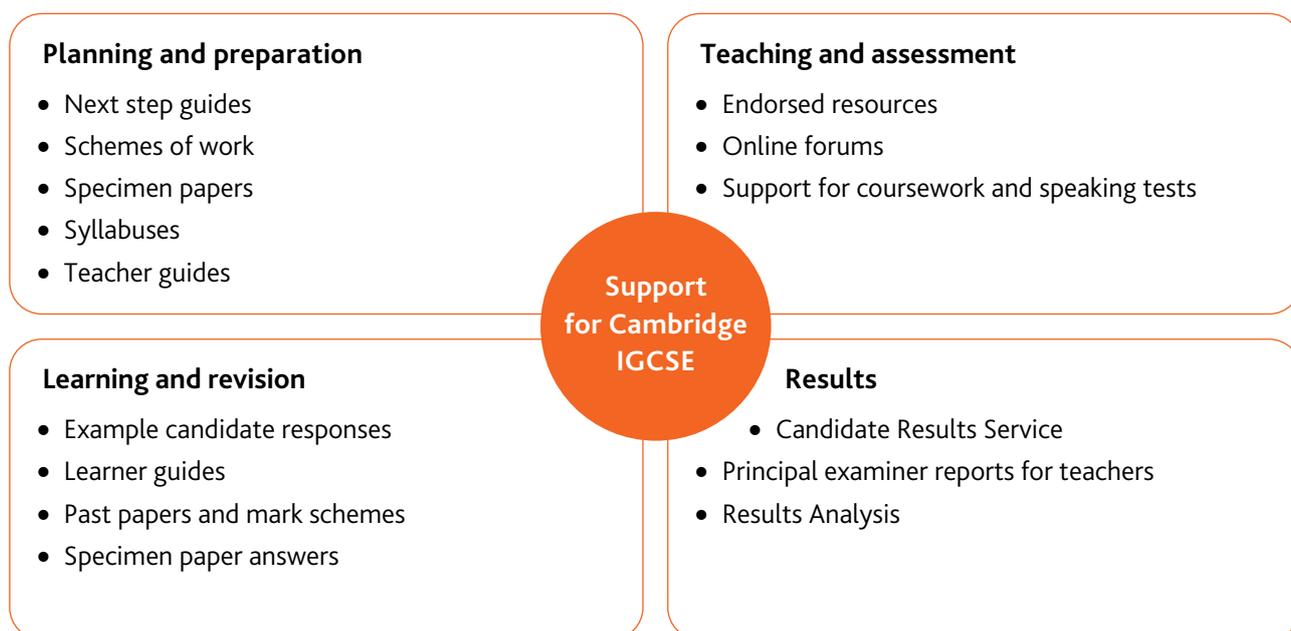
Learn more at www.cambridgeinternational.org/recognition

Supporting teachers

We provide a wide range of resources, detailed guidance and innovative training and professional development so that you can give your students the best possible preparation for Cambridge O Level. To find out which resources are available for each syllabus go to our School Support Hub.

The School Support Hub is our secure online site for Cambridge teachers where you can find the resources you need to deliver our programmes. You can also keep up to date with your subject and the global Cambridge community through our online discussion forums.

Find out more at www.cambridgeinternational.org/support



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- Cambridge Professional Development Qualifications

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Supporting exams officers

We provide comprehensive support and guidance for all Cambridge exams officers. Find out more at: www.cambridgeinternational.org/eoguide



2 Syllabus overview

Aims

The aims describe the purposes of a course based on this syllabus.

The aims are to enable students to develop:

- an understanding of the travel and tourism industry
- theoretical knowledge of the industry and related sectors, including knowledge of travel and tourism products and services, the infrastructure on which they depend and the transport system needed to operate them
- practical ability in a range of skills and procedures related to working in the travel and tourism industry, including knowledge of the essential personal and professional skills required by individuals working in the service sector
- critical awareness of the physical, social and economic environments in which travel and tourism takes place, including understanding of the global, regional and local perspectives of travel and tourism.

The syllabus develops a clear understanding of the relationship between the theory and practice of working in travel and tourism. Candidates are encouraged to develop an understanding of tourist industry operations and problems, and competence in identifying procedures and solutions, by using best practice from industry, established business techniques and information systems. Through investigation, candidates apply their knowledge and skills in a detailed study of a particular aspect of the travel and tourism industry.



Cambridge Assessment International Education is an education organisation and politically neutral. The contents of this syllabus, examination papers and associated materials do not endorse any political view. We endeavour to treat all aspects of the exam process neutrally.

Content overview

The syllabus content is organised into six study units. These are used to explore the background to the travel and tourism industry and more specific areas.

Candidates must study all units.

Unit 1: The travel and tourism industry

Unit 2: Features of worldwide destinations

Unit 3: Customer care and working procedures

Unit 4: Travel and tourism products and services

Unit 5: Marketing and promotion

Unit 6: The marketing and promotion of visitor services



This O Level syllabus shares content with other Travel & Tourism syllabuses. For further support see the School Support Hub for IGCSE Travel & Tourism. Textbooks endorsed to support IGCSE Travel & Tourism are suitable for use with this syllabus.

Assessment overview

All candidates take two components. Paper 1 Core Paper and EITHER Paper 2 Alternative to Coursework OR Paper 3 Coursework Investigation. Candidates will be eligible for grades A* to G.

All candidates take:

Paper 1 2 hours
Core Paper 60%
100 marks
Short answer question paper
Externally assessed

All candidates take either:

Paper 2 2 hours 30 minutes
Alternative to Coursework 40%
100 marks
Short answer question paper, based primarily on
Unit 5 of the syllabus
Externally assessed

or:

Component 3
Coursework Investigation (max 3000 words) 40%
60 marks
Centre-based assessment, directed towards Unit 6
of the syllabus
Internally assessed and externally moderated

Information on availability is in the **Before you start** section.

Check the samples database at www.cambridgeinternational.org/samples for submission information, forms and deadlines for Component 3.

Assessment objectives

The assessment objectives (AOs) are:

AO1 Knowledge with understanding

Candidates should be able to:

- Recall, select and present relevant factual information.
- Demonstrate and apply knowledge with understanding of the correct use of the following in the travel and tourism industry:
 - (i) commonplace terms, definitions and facts
 - (ii) major concepts, models, patterns, principles and theories.

AO2 Investigation and analysis of evidence

Candidates should be able to:

- Collect evidence from both primary and secondary sources, under guidance or independently, and be aware of the limitations of the various collection methods.
- Record, classify and organise relevant evidence from an investigation in a clear and coherent form.
- Present the evidence in an appropriate form and effective manner, using a wide range of appropriate skills and techniques, including verbal, numerical, diagrammatic, cartographic, pictorial and graphical methods.
- Apply knowledge and understanding to select relevant data, recognise patterns and analyse evidence.

AO3 Interpretation and evaluation

Candidates should be able to:

- Communicate their ideas and opinions in an accurate, concise and logical manner.
- Present reasoned explanations for phenomena, patterns and relationships.
- Understand the implications of, and draw inferences from, data and evidence.
- Discuss and evaluate choices, and make reasoned decisions, recommendations and judgements.
- Draw valid conclusions by a reasoned consideration of evidence.

Weighting for assessment objectives

The approximate weightings allocated to each of the assessment objectives (AOs) are summarised below.

Assessment objectives as a percentage of the qualification

Assessment objective	Weighting in O Level %
AO1 Knowledge with understanding	40
AO2 Investigation and analysis of evidence	35
AO3 Interpretation and evaluation	25
Total	100

Assessment objectives as a percentage of each component

Assessment objective	Weighting in components %		
	Paper 1	Paper 2	Component 3
AO1 Knowledge with understanding	40	40	40
AO2 Investigation and analysis of evidence	35	35	35
AO3 Interpretation and evaluation	25	25	25
Total	100	100	100

3 Subject content

This syllabus gives you the flexibility to design a course that will interest, challenge and engage your learners. Where appropriate you are responsible for selecting subject contexts, and resources and examples to support your learners' study. These should be appropriate for the learners' age, cultural background and learning context as well as complying with your school policies and local legal requirements.

Unit 1: The travel and tourism industry

1.1 Understand and explain the structure of the international travel and tourism industry

- (a) Definitions of the industry:
- travel (leisure, business, VFR – visiting friends and relatives)
 - travel services (retail and business travel agencies, tour operators, principals)
 - tourism services (national and regional tourist boards, tourist information centres)
 - tourist classifications (day tripper, length of stay, leisure or business and other purposes)
- (b) Awareness of the roles of:
- tourist boards
 - travel agents
 - tour operators
 - accommodation providers
 - transport providers
 - tourist attractions
 - catering outlets
 - entertainment venues
 - ancillary tourist services

1.2 Investigate the social, cultural, economic and environmental impact of travel and tourism

- (a) Types of tourism impact (economic, environmental and social/cultural issues)
- (b) Economic impacts:
- tourism's contribution to the balance of payments and employment
 - tourism multipliers, i.e. types, calculations, application to problems and links with economic development
 - impact on local economy
 - negative impacts of tourism (inflation, leakage, opportunity costs, over-dependence)
- (c) Environmental impacts:
- importance of the environment
 - positive effects – investment, conservation, regeneration, visitor management
 - negative effects – air, vegetation, wildlife, water quality, other pollution issues such as congestion
- (d) Social and cultural impacts:
- the demonstration effect and nature of tourist/host encounter
 - positive and negative impacts – employment structures, morals, culture, health, traditions, loss of national identity

1.3 Identify the role of national governments in forming tourism policy and promotion

- (a) The role of national and regional tourist boards
- (b) Provision of travel and tourist information centres, in country and out of country

1.4 Investigate the patterns of demand for international travel and tourism

- (a) Patterns of demand for international tourism; historic trends of international tourism, volume and value
- (b) Major tourism generators and receiving countries in the world, including current trends

Unit 2: Features of worldwide destinations

2.1 Demonstrate knowledge of the main global features

- (a) Location of major continental land masses, oceans and seas
- (b) Location of the world's major cities in relation to their importance as major transport hubs and destinations

2.2 Demonstrate awareness of different time zones and climates

- (a) Relationship between global position (longitude) and time zones
- (b) Relationship between global position (latitude) and physical environment (equatorial, tropical – including deserts, temperate, arctic)
- (c) Influence of climate on tourism (relief, temperature, sunshine, precipitation, humidity, wind, hazards)
- (d) Correct information on climatic areas identified, using reference sources

2.3 Investigate travel and tourism destinations

- (a) Nature of destinations, e.g.:
 - perishable (they can be altered)
 - multiple use (people other than tourists use the destinations)
 - cultural appraisals (destinations are influenced by fashion)Ingredients of a successful destination, e.g.: location, attractions, organisation, support facilities
- (b) Tourist destinations as amalgams (combinations) of specific environmental factors such as attractions (natural and man-made), shopping centres, support facilities, hospitality and organisation
- (c) Implications of viewing destinations as amalgams and the idea of sustainability

2.4 Identify and describe the features which attract tourists to a particular destination

- (a) Features of location (climate, location, cultural, religious, etc.) identified and described, using reference sources
- (b) Reasons why certain tourists (e.g. disabled, young people, families, business visitors) might be attracted to a location
- (c) Influence of physical features on the opportunities and constraints for the development of tourism, e.g. mountains and hills, coasts and inland waterways

Unit 3: Customer care and working procedures

3.1 Deal with customers and colleagues – “the moment of truth”

- (a) Importance of following customer care policies
- (b) Necessity of good teamwork and training
- (c) Importance of courtesy, tact and diplomacy recognised when dealing with customers and any specific needs
- (d) Procedures for handling complaints

3.2 Identify the essential personal skills required when working in the travel and tourism industry

- (a) Awareness of the need for essential personal and interpersonal skills in particular job roles
- (b) Importance of personal presentation, clear speech, numeracy and literacy skills
- (c) Awareness of applications of technology:
 - computerised reservation systems
 - other information technologies, such as: telephone, telex, video text, facsimile, Internet

3.3 Follow basic procedures when handling customer enquiries, making reservations and payments

- (a) Customer's requirements correctly interpreted upon receipt of an enquiry (in person, in writing, by telephone/fax/email)
- (b) Simple reservation file prepared following set procedures, including use of diary for further action required
- (c) Simple receipt issued and payments recorded

3.4 Use reference sources to obtain information

- (a) Timetables, travel brochures and tariffs used to obtain accurate information
- (b) Itinerary drawn up to meet customer's requirements
- (c) Use of computerised information systems and relevant technology to obtain information (Worldspan, Sabre, Galileo, World Wide Web)
- (d) Exchange rate lists devised and used

3.5 Explore the presentation and promotion of tourist facilities

- (a) Range of promotional methods and their use identified (e.g. visual displays for shop window, advertisements, leaflets, brochures, Internet)

Unit 4: Travel and tourism products and services

4.1 Identify and describe tourism products

- (a) Inter-relationship between travel and transport, catering and accommodation, attractions, leisure and recreation and business facilities
- (b) Components included in different tourism products (e.g. package, independent, all-inclusive holidays)
- (c) Ancillary services – guiding, currency, marketing services

4.2 Explore the roles of tour operators and travel agents in the chain of distribution

- (a) International tour operators (wholesalers):
 - tour operator's product (transport plus accommodation)
 - types of tour operator (e.g. incoming tour operators)
 - nature of tour operations (how to put together a tour)
 - operating characteristics of tour operators (economics, scale of operations, seasonality, integration, importance of price, consumer protection)
- (b) Retail travel agents:
 - role of travel agents
 - different services offered
 - understanding of travel agency appointments (e.g. ticket licensing) and conditions
 - operating characteristics

4.3 Describe support facilities for travel and tourism

- (a) Concept of infrastructure – features of the built environment (utilities, roads, telecommunications, airports, ports), details of how they are funded, link with level of economic development
- (b) Type and range of accommodation available (serviced/self-catering, hotels, guest houses, hostels, camping, luxury, budget, etc.):
 - economies of operation and scale of investment
 - measures of efficient operation, e.g. occupancy rates
 - classification and grading
 - facilities provided for business/leisure tourists
- (c) Local public transport provision and relationship with improved accessibility – express links to airport (coach, rail, shuttle services), integrated rapid transit system or other forms of transportation

4.4 Explore the features of worldwide transport in relation to major international routes

(a) Air Transport:

- main intercontinental routes and airports identified
- types of air transport operation (charter and scheduled, domestic and international)
- operating economics of air transport, full fare versus budget ('no frills')
- government regulation/deregulation of air transport
- the advantages and disadvantages of regulation
- air transport and tourism development – the role of governments and international bodies (e.g. IATA)

(b) Sea transport:

- main ports and international passenger ferry routes identified
- operating economies of sea transport
- major types of sea transport for tourism – passenger ferries (and major crossing areas), cruise ships (and major cruise circuits)

(c) Rail and road transport:

- major international tourist networks
- nature and operating economies of rail and road transport
- importance of motor transport in tourism

Unit 5: Marketing and promotion

5.1 Role and function of marketing and promotion

(a) Identify and explain why marketing and promotion are important to travel and tourism providers:

- increased sales/usage/profitability/market share/customer base
- competitive advantage
- positive organisational and product image
- customer satisfaction/brand loyalty/repeat business

(b) Describe the main marketing and promotion techniques used in travel and tourism:

Market research

- the use of primary market research techniques (such as self-completion questionnaires, telephone surveys, face-to-face interviews, Internet surveys, postal surveys, focus groups) and secondary market research techniques (such as internal information, e.g. sales records and sources of external information, e.g. government reports)
- identifying customers' needs and wants using qualitative and quantitative research data

Market analysis tools

- full situation analysis incorporating SWOT (strengths, weaknesses, opportunities and threats) and PEST (political, economic, social and technological influences) analyses
- the development of an effective marketing mix (product, price, place and promotion)

5.2 Market segmentation and targeting

- (a) Identify the different market segments targeted by travel and tourism providers:
- geographic
 - demographic
 - lifestyle/psychographic
- (b) Explain how specific travel and tourism products are developed to cater for the needs and expectations of different market segments:
- products (package holidays, transport including transfers, accommodation and catering, tourist attractions, tourist information services, excursions and additional activities)
 - the relationship with market segments: type of customer (families, singles, groups, business, leisure, independent travellers); different ages/gender; specific needs; special interest; quality/economy/value for money, etc.

5.3 'Product' as part of the marketing mix

- (a) Identify and explain the differences between travel and tourism products and services:
- products (tangible, homogeneous, separable, storable) identified and explained
 - services (intangible, heterogeneous, inseparable, incapable of being stored, perishable) identified and explained
- (b) Investigate the development and modification of travel and tourism products and services through:
- the use of the product life cycle (research and development, introduction, growth, maturity, saturation and decline)
 - the creation of brand image through product features, packaging, price, promotion, target market segments and brand loyalty
 - the development of a product/service mix to appeal to different market segments and the ways in which tourism organisations develop a product portfolio

5.4 'Price' as part of the marketing mix

(a) Investigate a range of common pricing policies used in the travel and tourism industry:

- market penetration
- market skimming
- discount pricing
- variable pricing
- loss leader pricing
- promotional pricing/special offers
 - the going rate/competitive pricing (price makers/price takers)
 - prestige pricing
 - price bundling

(b) Identify and explain the factors that determine pricing policies:

- fixed and variable costs
- profitability
- subsidies
- competitors
- customers' expectations/likely number of customers
- seasonality
- economic factors (exchange rates, taxes and other levies)

5.5 'Place' as part of the marketing mix

(a) Investigate the factors that influence the selection of a location for travel and tourism facilities:

- costs
- availability of suitable premises/land
- character and features of area
- local and transient population
- adjacent facilities
- access/transport links
- availability of staff

(b) Identify and explain the range of distribution channels for travel and tourism products and services:

- direct selling
- wholesalers
- retailers
- Internet
- Global Distribution Systems

5.6 'Promotion' as part of the marketing mix

- (a) Explore the main methods of promotion used in the travel and tourism industry:
- advertising
 - publicity/print material (brochures, leaflets, flyers)
 - point of sale displays
 - public relations (sponsorship, press release)
 - direct marketing
 - sales promotions (special offers, use of merchandising, mascots)
 - personal selling
 - videos/DVDs
 - Internet (websites, pop-ups, e-brochures)
 - electronic media including the use of mobile technology and social networks (e.g. Facebook, Twitter, LinkedIn)
 - trade promotions (trade fairs, familiarisation trips, incentives)
- (b) Identify and explore the factors that are considered when producing effective promotional materials:
- costs
 - stages of the promotional campaign
 - target market segments
 - timing
 - brand image
 - AIDA (attention, interest, desire, action) in designing effective promotional materials

Unit 6: The marketing and promotion of visitor services

6.1 The operation, role and function of tourism authorities responsible for tourism policy and promotion at a national, regional and local level, including tourist information centres and visitor information services

- (a) Investigate the operation of tourism authorities and visitor information services:
- size (scale of operation)
 - organisational structure (including relationship with other providers)
 - sources of funding
 - channels of communication
 - responsibility/accountability
- (b) Explore the role and function of tourist boards and tourist information centres:
- marketing and promotion
 - research
 - information services
 - advice and consultation
 - quality standards (for staff working within the industry, licensing arrangements for tourism operators, classification of accommodation)

6.2 The provision of tourist products and services

- (a) Explore the range of products available:
- guide books and maps, leaflets, events calendars
 - souvenirs
- (b) Explore the range of services:
- information services (e.g. websites, leaflets, touch screen displays, mobile technology)
 - reservations systems (e.g. Book-a-Bed-Ahead, concert/theatre tickets)
 - destination management systems including park-and-ride schemes
 - guiding services

6.3 Basic principles of marketing and promotion

- (a) Identify and explain why marketing and promotion are important to travel and tourism providers:
- increased sales/usage/profitability/market share/customer base
 - competitive advantage
 - positive organisational and product image
 - customer satisfaction/brand loyalty/repeat business
- (b) Identify the main marketing and promotional techniques used in travel and tourism:
- primary market research techniques (self-completion questionnaires, telephone surveys, interviews)
 - secondary market research (appropriate use of visitor surveys, local, regional and national research)

6.4 The marketing mix

- (a) Describe and explain the composition of the marketing mix – the Four Ps:
- product
 - price
 - place
 - promotion
- (b) **Product:** investigate the main differences between products and services
- (c) **Price:** simple description of the range of policies that exist
- (d) **Place:** investigate the factors that influence the selection of a location for travel and tourism facilities and the distribution channels used to make travel and tourism products and services available to customers
- (e) **Promotion:** explore the main ways in which tourism authorities and visitor information services promote tourism products, services, facilities and events

6.5 Leisure travel services

- (a) Explore the contribution that tourism authorities and visitor information services make towards the leisure travel market:
- development of packages for the leisure market
 - exploitation and support of special events, festivals and attractions
 - development of calendar of events

6.6 Business travel services

- (a) Explore the contribution the tourism authorities and visitor information services make towards the business travel market:
- development of packages for the business tourism market (meetings, incentives, conferences and exhibitions)
 - national, regional and local conferences, trade fairs and exhibitions

4 Details of the assessment

All candidates take Papers 1 and either Paper 2 Alternative to Coursework or Paper 3 Coursework.

Paper 1 – Core Paper

Written paper, 2 hours, 100 marks

This is a **compulsory** written paper. It is an externally set assessment, marked by Cambridge International.

This question paper has four scenario-based questions which require candidates to provide short answers.

The scenarios are set in an international travel and tourism environment, although some provision is made for candidates to refer to local examples.

Paper 2 – Alternative to Coursework

Written paper, 2 hours 30 minutes, 100 marks

This is an **optional** written paper. It is an externally set assessment, marked by Cambridge International.

This question paper has four scenario-based questions, which require candidates to provide short answers. It is based primarily on the contents of Unit 5.

Candidates should have a broad understanding of the principles of marketing and promotion, and of the ways in which marketing and promotion are used within the travel and tourism industry.

Component 3 – Coursework Investigation

Centre-based assessment, 60 marks

This is an **optional** component. It is internally assessed and externally moderated.

This is an investigation which is directed towards the contents of Unit 6, and should allow candidates to apply their knowledge and skills of this area of the travel and tourism industry.

It requires a basic understanding of the principles of the marketing and promotion of visitor services. It explores the ways in which the services that are available to visitors and tourism providers, through tourist boards and tourist information centres, can be promoted and developed for international travel and tourism.

The candidate's report should be no more than 3000 words, in addition to relevant annotation and illustrative material. Candidates will be expected to: demonstrate the ability to collect both primary and secondary evidence; analyse, investigate and draw conclusions from this; and present their findings in a structured report.

Coursework guidance notes

The Coursework investigation component is worth 40 per cent of the total marks. The time devoted to the preparation and completion of Coursework should be approximately in proportion to its mark allocation, i.e. 40 per cent of the course.

The investigation offers candidates the opportunity to apply their knowledge and skills in the detailed study of a particular aspect of the travel and tourism industry. If possible, this should be in the local area, as it is usually an easier practical proposition, but for many centres travelling a certain distance may be involved.

A list of suggested titles is provided. It is expected that all candidates at a centre will work on a common title, as this will enable the collection of larger samples of evidence, but each candidate should conduct a short, individual investigation within the broader main topic.

Candidates will need to have a good basic knowledge of Unit 6 before starting their investigation.

The investigation requires a basic understanding of the principles of the marketing and promotion of visitor services. It explores the ways in which the services that are available to visitors and tourism providers, through tourist boards and tourist information centres, can be promoted and developed for international travel and tourism.

Outline of the investigation

The investigation must include:

- (a) Collecting evidence, both primary (e.g. by using questionnaires) and secondary (e.g. by obtaining past tourist information).
- (b) Writing a report of no more than 3000 words, in addition to relevant annotation and illustrative material, which should include:
 - a brief introduction
 - an account of the methods used for the collection of evidence
 - representation of the evidence collected, in the form of graphs, diagrams, etc.
 - a detailed analysis and interpretation of the evidence collected
 - an evaluation of the investigation
 - a conclusion, summarising the findings of the whole investigation.

Teacher involvement

The investigation is intended to be the candidate's own individual work, but many will require assistance due to inexperience. Teachers are expected to give assistance and guidance at all stages, through discussion and supervision. The candidate should not at any stage be left wondering what to do next. The amount of guidance required by a candidate should be taken into account when marks are awarded for observation and collection of evidence (Assessment Objective AO2A).

Many candidates will require close supervision in the organisation of the writing of their report, so that it is completed within the set time limits. Teachers will be able to assist candidates in the following ways:

- preparing candidates to undertake their investigation
- guiding candidates in the choice of topics for individual study
- ensuring that candidates are fully aware of what is expected of them in the collection of evidence, presentation of their findings and overall writing of the report
- discussing any difficulties and problems that arise when conducting the investigation and writing reports.

Any written material prepared by staff and given to all candidates **must** be included in the final submitted report.

Choosing an investigation

Choice of title

The title for the investigation should be:

- **either** a statement which the investigation then goes on to test
- **or** a question which the investigation then attempts to answer.

It is advisable to have several aims, each of which is connected to a chosen method of collecting evidence.

The title for the investigation needs to be carefully selected by the teacher, taking into consideration such factors as the general level of ability of the candidates, so that each one maximises his or her potential, and practical considerations such as:

- the number of visits that will be required for collecting evidence
- how familiar staff are with the chosen area, to simplify planning the investigation
- the range of possibilities for collecting a variety of primary evidence
- the amount of available secondary information about the area for the candidates to use.

Suggested titles

- To what extent have increased marketing and promotion influenced the recent development of X as a tourist destination?
- What are the main methods used in the marketing and promotion of the tourist industry/attraction/facilities at X?
- Which visitor information services are most responsible for the marketing and/or promotion of a particular tourist destination, the one at X or the one at Y?
- What are some of the main methods of marketing and promotion used by the tourist information centres at X and Y?
- Which methods of marketing and promotion are considered to be most successful by the tourist at a particular location?
- In what ways does the marketing and promotion of leisure tourism differ from that of business tourism?
- A comparison of the tourist products and services available at X and Y.
- A comparison of the effectiveness of a selected range of methods of promoting the tourism product at tourist location X.
- A comparison of the types of marketing and/or promotional activities/methods of a local visitor information service provider.
- A comparison of the marketing and promotion of leisure and business tourism in a tourist location.
- A study of the importance of marketing and/or promotion in the increase in business tourism at location X.
- A comparison of the marketing and promotion of two different attractions within a tourist location.

Collecting the evidence

Preparation

It is advisable to have at least two class sessions before the first visit to the area of study, so that the candidates gain the maximum benefit from their work 'in the field'. It is important to outline the whole of the process of the investigation at this stage, so that the importance and significance of the investigation is fully appreciated. The importance of collecting all the required evidence, obtaining accurate evidence and noting down any difficulties or limitations that are encountered, should be emphasised. The short individual study should also be discussed with each candidate, as this will also require the collection of evidence. It is advisable to collect all the evidence in a notebook, as it will be necessary for the candidates to submit 'rough work' as proof of their involvement.

Methods of collecting evidence

The methods of collecting evidence will vary with the title chosen, but should include a range of suitable investigative techniques containing **at least three** methods of primary evidence collection and the collection of **at least two** sets of secondary information.

(a) Primary evidence:

There are several possible methods, including:

- questionnaires – this is a very useful method as it provides a large amount of data. The compilation of a questionnaire, either by the teacher or by the candidates, is important. There should be no more than 8 to 10 questions. The questions should be carefully considered, so as to obtain a wide range of appropriate evidence, which can be represented by using a wide range of skills:
- interviews – these need to be planned in advance
- traffic and pedestrian counts
- land use surveys
- visual observation surveys, e.g. counting car parking spaces or tourist shops, environmental assessments, etc.
- taking photos and drawing sketches.

Details of these are provided in many textbooks.

(b) Secondary evidence:

A wide range of evidence is available including:

- government statistics, e.g. census returns
- information from national, regional and local tourist authorities
- internet
- library resources, e.g. documents, maps, books
- newspaper articles, archives and photos
- weather statistics
- information from transport authorities
- data from previous years, provided by the teacher.

Preparing the report

The basic format of the report should be:

(a) **Title page**

(b) **List of contents**

This should include:

- page numbers for the main sections of the report
- a list of illustrative material, e.g. graphs.

(c) **Introduction**

The introduction should include:

- a brief background of the area studied
- any relevant theoretical background
- a brief outline of the topic under consideration
- a plan showing what has been done.

(d) **Statement of the hypothesis and a list of the main aims**

After the introduction comes the main body of the report, which should be clearly divided into sections, each with a clear heading. The sections might include methods of collecting evidence, representation of evidence, etc. The report should contain a detailed account, in logical sequence, of all the work done.

(e) **Methods for collection of evidence**

This section should include an account of:

- the planning and preparation work
- the collection of evidence
- any limitations of the methods chosen
- any other difficulties or problems that were encountered
- any follow-up work, e.g. organising data collected by individuals into group results.

(f) **Representation of data**

A wide range of appropriate skills and techniques should be used here, such as:

- graphs – vertical and horizontal bar and line graphs, pie graphs, pictograms, divided bars, rectangles and squares, frequency polygons, radial charts, scattergraphs, dispersion graphs, cumulative frequency graphs
- maps – location and land-use maps, choropleth or isoline maps, proportional circle and flow maps
- tables, sketches, photos and diagrams
- statistical methods – mean, median, mode, range, etc.

Candidates will gain credit for choice of appropriate skills. The use of computers is allowed in the representation of evidence, although it should be possible to obtain maximum marks by using hand-drawn graphs, etc.

(g) **Analysis and interpretation of the data**

In this section, all the evidence collected should be thoroughly analysed and interpreted. This is a very important section and carries the highest number of marks in the mark scheme.

(h) **Evaluation and conclusion**

In the evaluation of the investigation, the candidate should comment on its usefulness, value and what has been learned by its completion.

In the conclusion, there should be a summary of the findings of the investigation: a 'drawing together' of all the various strands of the work in a meaningful manner. The candidate should also refer back to the title and say to what extent they have been able to test their statement or answer their question.

(i) **Bibliography, sources and acknowledgements**

These should be listed at the end of the report.

Coursework assessment criteria

The table below gives a summary of the Coursework mark allocation. The following pages give full details of the Coursework assessment criteria and levels.

Coursework marking criteria		Coursework assessment objectives	Number of criteria	Number of levels	Total marks available
1	Knowledge with understanding	1(a)–1(c)	3	3	9
2	Investigative skills and representation of evidence	(i) Observation and collection of evidence	3	3	9
		(ii) Organisation and representation of evidence	3	3	9
3	Analysis and interpretation of evidence	3(a)–3(g)	7	3	21
4	Evaluation and conclusions	4(a)–4(d)	4	3	12
Total marks					60

The Coursework component represents 40 per cent of the total marks for the course.

1 Knowledge with understanding (9 marks)

Assessment objective	Criteria	Level 1	Level 2	Level 3
1(a)	General application of knowledge with understanding.	Very limited throughout the investigation.	Some basic knowledge and understanding is evident at several stages of the investigation.	Sound basic knowledge and understanding is evident throughout the investigation.
1(b)	Connection between key ideas of the course and the aims of the investigation.	Very few, if any, links between the purpose of the investigation and key ideas of the course.	Some links between the purpose of the investigation and key ideas of the course.	Clear, well-developed links between the purpose of the investigation and key ideas of the course.
1(c)	Use of appropriate terminology and understanding of concepts and principles.	Poor use of terminology, which is sometimes inappropriate.	Wider use of terminology, with greater accuracy.	Full explanation and good, accurate use of terminology.
		Limited understanding of relevant concepts and principles.	Most relevant concepts and principles understood.	Full understanding of relevant concepts and principles.

2 Investigative skills and representation of evidence

2 (i) Observation and collection of evidence (9 marks)

Assessment objective	Criteria	Level 1	Level 2	Level 3
2(a)	Collection of evidence from both primary and secondary sources under guidance or independently.	Limited range of evidence collected either mainly from primary sources, or mainly from secondary sources. Considerable guidance needed throughout, and work is limited to the obvious area of enquiry. Independent enquiry very weak. Little initiative shown.	Wider range of evidence collected but still mainly from either primary or secondary sources. Guidance needed, but some attempt made to extend the investigation beyond the obvious area of enquiry. Independent enquiry better developed, but has limited relevance to the original work done. Some initiative is shown.	Wide range of evidence, with a good balance between primary and secondary sources. Little guidance needed and problems encountered solved independently. Good attempt to extend the investigation beyond the obvious area of enquiry. Independent enquiry is well done and complements the original work. A high level of initiative is shown.
2(b)	Awareness of limitations of methods used to collect evidence.	Limited awareness of the limitations of methods used.	Some awareness of the limitations of the methods used.	A sound awareness of the limitations of the methods used.
2(c)	Evidence recorded, classified and organised.	A poor, limited attempt is made. Rough work is disorganised or incomplete.	Some attempt is made but there are some omissions. Rough work is partially organised but still incomplete.	Well-organised in a clear, coherent form. Accurate observations and records. Rough work is organised and complete.

2 (ii) Organisation and representation of evidence (9 marks)

Assessment objective	Criteria	Level 1	Level 2	Level 3
2(d)	Evidence displayed accurately, using appropriate skills and techniques.	Some inconsistencies in the accuracy of the evidence displayed. At least one skill or technique is inappropriate.	Most of the evidence collected is accurately displayed. All skills and techniques used are appropriate.	All of the evidence collected is accurately displayed. All skills and techniques used are appropriate, and some awareness of the validity or reliability of at least one of them is shown.
2(e)	Data displayed effectively, with a degree of neatness and good annotation.	Some of the evidence collected is displayed effectively and neatly. Limited labelling of graphs and diagrams.	Most of the evidence collected is displayed effectively and neatly. Most graphs and diagrams have titles, keys, scale, etc.	All of the evidence is displayed effectively and neatly. All of the graphs and diagrams have titles, keys, scale, etc.
2(f)	Different skills and techniques are used.	Only a limited range of skills and techniques is used.	A wide range of skills and techniques is used.	A comprehensive range of skills and techniques is used.

3 Analysis and interpretation of evidence (21 marks)

Assessment objective	Criteria	Level 1	Level 2	Level 3
3(a)	Application of knowledge.	Most of the evidence is analysed and interpreted, using general terms rather than appropriate terminology.	Most of the evidence is analysed and interpreted, using appropriate terms and concepts.	Clear analysis and interpretation of relationships and concepts, using appropriate terminology. Relates evidence to the context of the course.
3(b)	General communication skills.	Limited communication of ideas. Opinions given which are not related to the evidence collected.	Better communication of ideas. Opinions given are partly related to the evidence collected.	Thorough communication of ideas. Opinions given are closely related to the evidence collected.
3(c)	Organisation of the analysis and interpretation.	Incomplete account, which lacks a logical, organised structure. Limited analysis and interpretation, with reference to only some of the evidence.	Fuller account, with a more logical structure. Some attempt is made at organisation and most of the evidence is analysed and interpreted.	Complete account, with a sound, organised and logical structure. A thorough, well-organised section of work, including analysis and interpretation of all the evidence collected.
3(d)	Level and extent of analysis.	Comments about the evidence collected and represented are mainly descriptive and simply stated.	Some attempts are made to recognise patterns and develop some explanations.	Thorough analysis, with reasoned explanations and valid comments.
3(e)	Interpreting the evidence by presenting reasoned explanations for patterns and relationships shown in the analysis.	Very little effort to explain the data or to try to find any links or relationships. Very few, if any, inferences are drawn.	Some effort to justify the findings and some attempts to find reasons for the evidence obtained. Some inferences are drawn.	A good effort is made to present sound, reasoned explanations for the evidence obtained. Several inferences are made.
3(f)	Awareness of the limitations of the evidence collected.	Very little, if any, awareness of the limitations of the evidence collected.	Some awareness of the strengths and limitations of the evidence, but no suggestions as to how these difficulties could be overcome.	Weaknesses and strengths in the evidence collected are recognised and suggestions are made as to how these could be overcome.
3(g)	Originality and individual opinion.	Little, if any, originality and individual opinion is shown.	Some originality and individual opinion is shown.	Several original ideas and opinions are included.

4 Evaluation and conclusions (12 marks)

Assessment objective	Criteria	Level 1	Level 2	Level 3
4(a)	Evaluation of the investigation as a whole.	<p>Little or no evaluation of the project as a whole.</p> <p>One or two limitations of the investigation mentioned, but not assessed.</p>	<p>Some evaluation of the Coursework is included.</p> <p>Several limitations mentioned and only superficially assessed.</p>	<p>A sound evaluation of the Coursework is included.</p> <p>Several limitations mentioned and competently assessed.</p>
4(b)	Suggestions and recommendations for improvement or future work.	Very few, if any, of these are included.	Some of these are included, which are generalised and basic.	A wide selection of these is included, which indicate detailed thought about the investigation.
4(c)	Draw valid conclusions by reasoned consideration of evidence.	<p>Conclusion lacks depth and is written in general terms.</p> <p>Little, if any, consideration of the evidence is used to support the conclusions.</p>	<p>Conclusion is more detailed, but still rather tentative.</p> <p>A basic attempt is made to use the evidence as a basis of the conclusion.</p>	<p>A very good, reasoned and justified conclusion, drawing together all the threads of the investigation.</p> <p>A good attempt is made to use the evidence to draw a conclusion.</p>
4(d)	Reference to original aims of the investigation in the conclusion.	Little or no connection to the aims or title in the conclusion.	Attempts to relate to the aims and/or title in the conclusion.	Direct references to the aims in reaching conclusions.

Recording and submitting candidates' marks and work

Please refer to the samples database at www.cambridgeinternational.org/samples for information, dates and methods of submission of candidates' marks and work.

You should record candidates' marks for Paper 3 Coursework on the Individual Candidate Record Card and the Coursework Assessment Summary Form which you should download each year from the samples database at www.cambridgeinternational.org/samples. The database will ask you for your country/territory and the syllabus code (i.e. 0471), after which it will take you to the correct forms. Follow the instructions on the form to complete it.

The marks on these forms must be identical to the marks you submit to Cambridge International.

Internal moderation

If more than one teacher in your centre is marking internal assessments, you must make arrangements to moderate or standardise your teachers' marking so that all candidates are assessed to a common standard. (If only one teacher is marking internal assessments, no internal moderation is necessary.) You can find further information on the process of internal moderation on the samples database at www.cambridgeinternational.org/samples

You should record the internally moderated marks for all candidates on the Coursework Assessment Summary Form and submit these marks to Cambridge International according to the instructions set out in the *Cambridge Handbook* for the relevant year of assessment.

External moderation

Cambridge International will externally moderate all internally assessed components.

- You must submit the marks of all candidates to Cambridge International.
- You must also submit the marked work of a sample of candidates to Cambridge International.

The sample you submit to Cambridge International should *ideally* include examples of the marking of each teacher. The samples database at www.cambridgeinternational.org/samples explains how the sample will be selected.

The samples database at www.cambridgeinternational.org/samples also provides details of how to submit the marks and work.

External moderators will produce a short report for each centre with feedback on your marking and administration of the assessment.

5 What else you need to know

This section is an overview of other information you need to know about this syllabus. It will help to share the administrative information with your exams officer so they know when you will need their support. Find more information about our administrative processes at www.cambridgeinternational.org/eoguide

Before you start

Previous study

We do not expect learners starting this course to have previously studied travel and tourism.

Guided learning hours

We design Cambridge O Level syllabuses based on learners having about 130 guided learning hours for each subject during the course but this is for guidance only. The number of hours a learner needs to achieve the qualification may vary according to local practice and their previous experience of the subject.

Availability and timetables

All Cambridge schools are allocated to one of six administrative zones. Each zone has a specific timetable.

You can view the timetable for your administrative zone at www.cambridgeinternational.org/timetables

You can enter candidates in the November exam series.

Check you are using the syllabus for the year the candidate is taking the exam.

Private candidates can enter for this syllabus. Component 3 Coursework Investigation is not available to private candidates. For more information, please refer to the *Cambridge Guide to Making Entries*.

Combining with other syllabuses

Candidates can take this syllabus alongside other Cambridge International syllabuses in a single exam series. The only exceptions are:

- Cambridge IGCSE™ Travel & Tourism (0471)
- syllabuses with the same title at the same level.

Cambridge O Level, Cambridge IGCSE and Cambridge IGCSE (9–1) syllabuses are at the same level.

Making entries

Exams officers are responsible for submitting entries to Cambridge International. We encourage them to work closely with you to make sure they enter the right number of candidates for the right combination of syllabus components. Entry option codes and instructions for submitting entries are in the *Cambridge Guide to Making Entries*. Your exams officer has a copy of this guide.

Exam administration

To keep our exams secure, we produce question papers for different areas of the world, known as administrative zones. We allocate all Cambridge schools to one administrative zone determined by their location. Each zone has a specific timetable. Some of our syllabuses offer candidates different assessment options. An entry option code is used to identify the components the candidate will take relevant to the administrative zone and the available assessment options.

Support for exams officers

We know how important exams officers are to the successful running of exams. We provide them with the support they need to make your entries on time. Your exams officer will find this support, and guidance for all other phases of the Cambridge Exams Cycle, at www.cambridgeinternational.org/eoguide

Retakes and carrying forward marks

Candidates can retake the whole qualification as many times as they want to. Information on retake entries is at www.cambridgeinternational.org/entries

Candidates cannot resubmit, in whole or in part, coursework from a previous series. To confirm if an option is available to carry forward marks for this syllabus, refer to the *Cambridge Guide to Making Entries* for the relevant series. Regulations for carrying forward internally assessed marks can be found in the *Cambridge Handbook* for the relevant year at www.cambridgeinternational.org/eoguide

Equality and inclusion

We have taken great care to avoid bias of any kind in the preparation of this syllabus and related assessment materials. In our effort to comply with the UK Equality Act (2010) we have taken all reasonable steps to avoid any direct and indirect discrimination.

The standard assessment arrangements may present barriers for candidates with impairments. Where a candidate is eligible, we may be able to make arrangements to enable that candidate to access assessments and receive recognition of their attainment. We do not agree access arrangements if they give candidates an unfair advantage over others or if they compromise the standards being assessed.

Candidates who cannot access the assessment of any component may be able to receive an award based on the parts of the assessment they have completed.

Information on access arrangements is in the *Cambridge Handbook* at www.cambridgeinternational.org/eoguide

Language

This syllabus and the related assessment materials are available in English only.

After the exam

Grading and reporting

Grades A*, A, B, C, D or E indicate the standard a candidate achieved at Cambridge O Level.

A* is the highest and E is the lowest. 'Ungraded' means that the candidate's performance did not meet the standard required for grade E. 'Ungraded' is reported on the statement of results but not on the certificate.

In specific circumstances your candidates may see one of the following letters on their statement of results:

- Q (PENDING)
- X (NO RESULT).

These letters do not appear on the certificate.

On the statement of results and certificates, Cambridge O Level is shown as GENERAL CERTIFICATE OF EDUCATION (GCE O LEVEL).

How students and teachers can use the grades

Assessment at Cambridge O Level has two purposes:

- to measure learning and achievement

The assessment:

- confirms achievement and performance in relation to the knowledge, understanding and skills specified in the syllabus, to the levels described in the grade descriptions.

- to show likely future success

The outcomes:

- help predict which students are well prepared for a particular course or career and/or which students are more likely to be successful
- help students choose the most suitable course or career.

Grade descriptions

Grade descriptions are provided to give an indication of the standards of achievement candidates awarded particular grades are likely to show. Weakness in one aspect of the examination may be balanced by a better performance in some other aspect.

Grade descriptions for Cambridge O Level Travel & Tourism will be published after the first assessment of the syllabus in 2020. Find more information at www.cambridgeinternational.org/7096

Changes to this syllabus for 2023

We have updated the look and feel of this document. The subject content remains the same.

Minor changes to the wording of some sections have been made to improve clarity.

This is version 1, published September 2020.

You must read the whole syllabus before planning your teaching programme.

Any textbooks endorsed to support the syllabus for examination from 2014 are still suitable for use with this syllabus.



'While studying Cambridge IGCSE and Cambridge International A Levels, students broaden their horizons through a global perspective and develop a lasting passion for learning.'

Zhai Xiaoning, Deputy Principal, The High School Affiliated to Renmin University of China

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