



Syllabus

Cambridge International AS & A Level Travel & Tourism 9395

Use this syllabus for exams in 2023.

Exams are available in the June and November series.



Changes to the syllabus for 2023

The latest syllabus is version 1, published September 2020.

There are no significant changes which affect teaching.

You are strongly advised to read the whole syllabus before planning your teaching programme.

Any textbooks endorsed to support the syllabus for examination from 2017 are still suitable for use with this syllabus.

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Why choose Cambridge International?

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 students to progress from one stage to the next, and are well supported by teaching and learning resources.

We review all our syllabuses regularly, so they reflect the latest research evidence and professional teaching practice – and take account of the different national contexts in which they are taught.

We consult with teachers to help us design each syllabus around the needs of their learners. Consulting with leading universities has helped us make sure our syllabuses encourage students to master the key concepts in the subject and develop the skills necessary for success in higher education.

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.

Every year, nearly a million Cambridge students from 10 000 schools in 160 countries prepare for their future with the Cambridge Pathway.

“ We think the Cambridge curriculum is superb preparation for university. ”

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

“ Cambridge students develop a deep understanding of subjects and independent thinking skills. ”

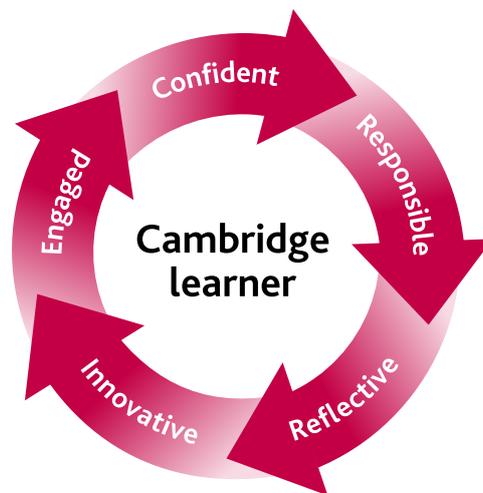
Principal, Rockledge High School, USA

Why choose Cambridge International AS & A Levels?

The best motivation for a student is a real passion for the subject they're learning. By offering students a variety of Cambridge International AS & A Levels, you can give them the greatest chance of finding the path of education they most want to follow. With over 50 subjects to choose from, students can select the ones they love and that they're best at, which helps motivate them throughout their studies.

Following a Cambridge International AS & A Level programme helps students develop abilities which universities value highly, including:

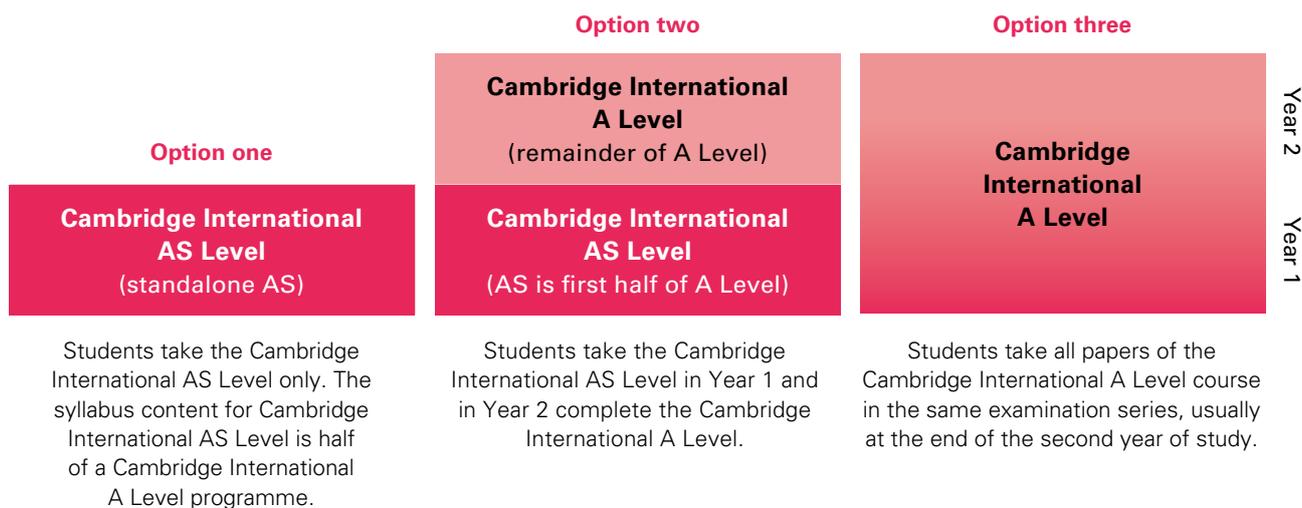
- a deep understanding of their subjects
- higher order thinking skills – analysis, critical thinking, problem solving
- presenting ordered and coherent arguments
- independent learning and research.



Our approach in Cambridge International AS & A Level encourages learners to be:

- **confident** in working with information and ideas – their own and those of others
- **responsible** for themselves, responsive to and respectful of others
- **reflective** as learners, developing their ability to learn
- **innovative** and equipped for new and future challenges
- **engaged** intellectually and socially, ready to make a difference.

Cambridge International AS & A Level offers a choice of assessment routes with staged assessment available in many subjects: Cambridge International AS Level can be offered as a standalone qualification or as part of a progression to Cambridge International A Level:



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. Every year thousands of students with Cambridge International AS & A Levels gain places at leading universities worldwide. They are valued by top universities around the world including those in the UK, US (including Ivy League universities), Europe, Australia, Canada and New Zealand.

UK NARIC, the national agency in the UK for the recognition and comparison of international qualifications and skills, has carried out an independent benchmarking study of Cambridge International AS & A Level and found it to be comparable to the standard of AS & A Level in the UK. This means students can be confident that their Cambridge International AS & A Level qualifications are accepted as equivalent, grade for grade, to UK AS & A Levels by leading universities worldwide.

Learn more

For more details go to www.cambridgeinternational.org/recognition

Quality management

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



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.

“ The depth of knowledge displayed by the best A Level students makes them prime targets for America’s Ivy League universities ”

Yale University, USA

Why choose Cambridge International AS & A Level Travel & Tourism?

About the syllabus

Through the study of the syllabus candidates:

- appreciate the scale and importance of the travel and tourism industry
- learn that the travel and tourism industry is dynamic in nature and how the industry responds to change, e.g. external factors such as changing consumer needs and expectations and developments in information technology
- recognise the positive and negative impacts the industry may have on people, environments and economies.

Key concepts

The key concepts on which this syllabus is built are set out below. These key concepts can help teachers think about how to approach each syllabus topic in order to encourage learners to make links between topics and develop a deep overall understanding of the subject. The teaching support package gives teachers guidance on integrating the key concepts into their teaching. See page 7 for more information on our teacher support.

1. Global and growing

The travel and tourism industry is a global industry. Changes in political and socioeconomic circumstances and technological developments contribute to the continuing growth of the travel and tourism industry and its importance to many national economies.

2. Change and development

A key feature of the industry is its dynamic nature. The only constant is change. Exciting new enterprises, products or services are often developed in response to economic, political, social or technological change.

3. Customer focus

Travel and tourism organisations provide products, services and facilities to meet customers' needs. In order for travel and tourism providers to be successful, they must adopt a strong customer focus. This means they must really understand who their customers are and how they can best meet their needs.

4. Sustainability and responsibility

The travel and tourism industry has close links to destinations and so has a vested interest in ensuring environmental and sociocultural impacts are managed. Responsible management means that any developments must maximise the positive, and minimise the negative impacts of tourism.

Guided learning hours

Guided learning hours give an indication of the amount of contact time teachers need to have with learners to deliver a particular course. Our syllabuses are designed around 180 guided learning hours for Cambridge International AS Level, and around 360 guided learning hours for Cambridge International A Level.

These figures are for guidance only. The number of hours needed to gain the qualification may vary depending on local practice and the learners' previous experience of the subject.

Prior learning

Students beginning this course are not expected to have studied travel and tourism previously.

Progression

Cambridge International A Level Travel & Tourism provides a suitable foundation for the study of travel and tourism or related courses in higher education. Equally it is suited for students intending to pursue careers or further study in travel and tourism, or as part of a course of general education.

Cambridge International AS Level Travel & Tourism is the first half of Cambridge International A Level Travel & Tourism. Depending on local university entrance requirements, the qualification may permit or assist progression directly to university courses in travel and tourism or some other subjects.

We recommend learners check the Cambridge recognition database and university websites to find the most up-to-date entry requirements for courses they wish to study.

How can I find out more?

If you are already a Cambridge school

You can make entries for this qualification through your usual channels. If you have any questions, please contact us at info@cambridgeinternational.org

If you are not yet a Cambridge school

Learn more about the benefits of becoming a Cambridge school from our website at www.cambridgeinternational.org/join

Email us at info@cambridgeinternational.org to find out how your organisation can register to become a Cambridge school.

Cambridge AICE

Cambridge AICE (Advanced International Certificate of Education) Diploma is the group award of the Cambridge International AS & A Level. It gives schools the opportunity to benefit from offering a broad and balanced curriculum by recognising the achievements of candidates who pass examinations from different curriculum groups.

Learn more

For more details go to www.cambridgeinternational.org/aice

“ Our research has shown that students who came to the university with a Cambridge AICE background performed better than anyone else that came to the university. That really wasn't surprising considering the emphasis they have on critical research and analysis, and that's what we require at university. ”

Assistant Vice President for Enrollment Management, Florida State University, USA

“ Cambridge International AS & A Levels prepare students well for university because they've learnt to go into a subject in considerable depth. There's that ability to really understand the depth and richness and the detail of a subject. It's a wonderful preparation for what they are going to face at university. ”

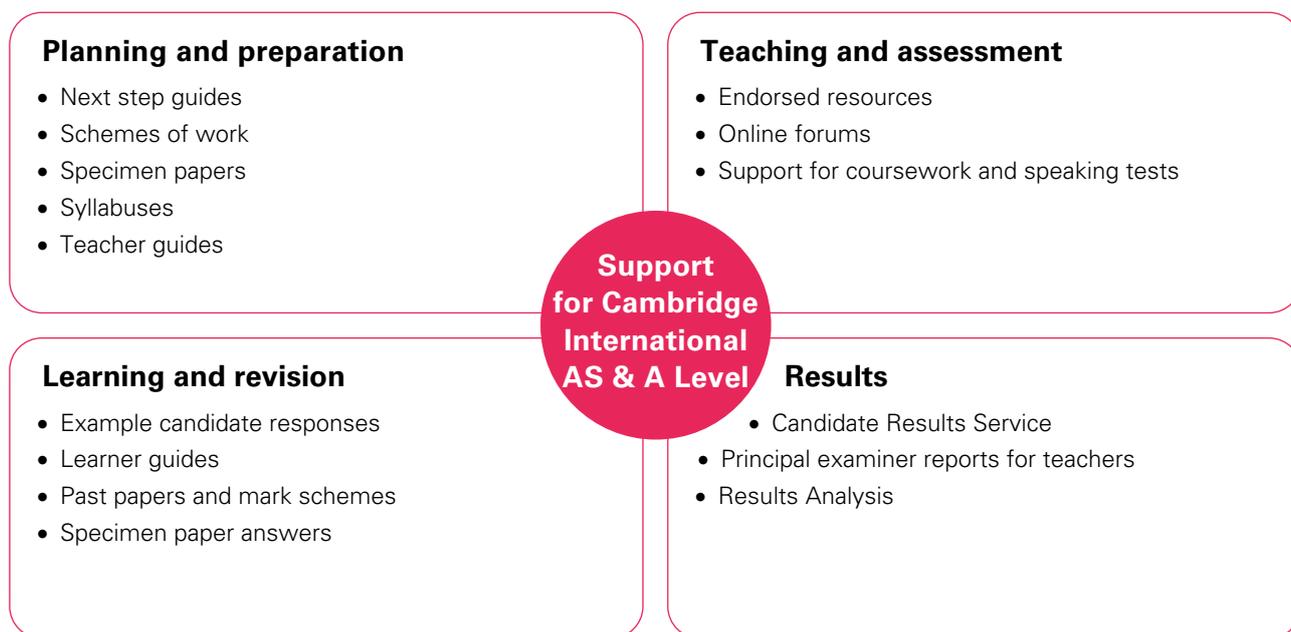
US Higher Education Advisory Council

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 International AS & A 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



Sign up for email notifications about changes to syllabuses, including new and revised products and services at www.cambridgeinternational.org/syllabusupdates

Professional development

We support teachers through:

- Introductory Training – face-to-face or online
- Extension Training – face-to-face or online
- Enrichment Professional Development – face-to-face or online

Find out more at www.cambridgeinternational.org/events

- Cambridge Professional Development Qualifications

Find out more at www.cambridgeinternational.org/profdev



Supporting exams officers

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

1 Syllabus overview

1.1 Content at a glance

This table gives an overview of the syllabus content for Cambridge International AS & A Level Travel & Tourism.

AS Level

Candidates for Cambridge International AS Level Travel & Tourism study the following topics:

- Features of the travel and tourism industry
 - scale of the travel and tourism industry
 - factors affecting tourism
 - structure of the travel and tourism industry
 - subsectors of the travel and tourism industry
- Principles of customer service in travel and tourism
 - customers and their needs
 - impacts of quality customer service
 - assessing the quality of customer service in travel and tourism organisations
- Planning and managing a travel and tourism event
 - working in a team
 - choosing the event
 - producing a business plan for a travel and tourism event
 - preparing for the event
 - running the event
 - evaluating the event and making recommendations

A Level

Candidates for Cambridge International A Level Travel & Tourism study the AS topics (above) and the following topics:

- Defining the tourism market
 - market research and analysis
- Building a destination brand
 - establishing the destination identity
- Implementing the destination brand
 - communicating the destination brand
 - difficulties in implementing the destination brand
- Monitoring the effectiveness of the destination brand
- Organisations involved in destination management, their roles and priorities
- Destination management
 - objectives of tourism development and management
 - destination management activities
- Impacts of tourism development

1.2 Assessment

For Cambridge International AS & A Level Travel & Tourism, candidates can:

- take Papers 1 and 2 only leading to the Cambridge International AS Level qualification
or
- follow a staged assessment route by taking Papers 1 and 2 (for the Cambridge International AS Level qualification) in one examination series, then Papers 3 and 4 (for the Cambridge International A Level qualification) in a later examination series
or
- follow a staged assessment route by taking Papers 1 and 2 (for the Cambridge International AS Level qualification) in one examination series, then carry forward their mark for Paper 2 and take Papers 1, 3 and 4 (with Papers 3 and 4 for the Cambridge International A Level qualification) in a later examination series.
or
- take Papers 1, 2, 3 and 4 in the same examination series, leading to the full Cambridge International A Level.

Component	Weighting	
	AS Level	A Level
<p>Paper 1 The industry 2 hours 30 minutes</p> <p>Candidates answer four questions, each worth 25 marks. Each question is subdivided into four sub questions and may be based on stimulus material.</p> <p>Candidates answer all questions.</p> <p>Externally assessed. 100 marks</p>	67%	33%
<p>Paper 2 Planning and managing a travel and tourism event</p> <p>This is a coursework project which involves planning and managing a travel and tourism event. Candidates work in a team but present their project individually.</p> <p>Internally assessed, externally moderated. 50 marks</p>	33%	17%
<p>Paper 3 Destination marketing 1 hour 30 minutes</p> <p>Candidates answer two questions, each worth 25 marks. Each of these questions is based on stimulus material and is subdivided into three sub questions.</p> <p>Candidates answer all questions.</p> <p>Externally assessed. 50 marks</p>	–	25%
<p>Paper 4 Destination management 1 hour 30 minutes</p> <p>Candidates answer two questions, each worth 25 marks. Each of these questions is based on stimulus material and is subdivided into three sub questions.</p> <p>Candidates answer all questions.</p> <p>Externally assessed. 50 marks</p>	–	25%

Availability

This syllabus is examined in the June and November examination series.

This syllabus is not available to private candidates.

Detailed timetables are available from www.cambridgeinternational.org/timetables

Combining this with other syllabuses

Candidates can combine this syllabus in an examination series with any other Cambridge International syllabus, except:

- syllabuses with the same title at the same level.

2 Syllabus aims and assessment objectives

2.1 Syllabus aims

The syllabus aims to enable candidates to develop:

- an understanding of the importance of the travel and tourism industry:
 - to host destinations
 - to communities
 - to the economy
 - globally, nationally and locally
- an understanding of the positive and negative impacts of travel and tourism and the importance of sustainability
- an appreciation of the importance of the customer in the travel and tourism industry
- an understanding of how the travel and tourism industry responds to change, including technological advances
- their own values and attitudes in relation to travel and tourism industry issues
- problem solving, decision making and communication skills.

2.2 Assessment objectives

AO1 Knowledge and understanding

Demonstrate knowledge and understanding of the travel and tourism industry.

AO2 Application

Apply knowledge and understanding to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis and research

Analyse travel and tourism-related issues and problems and use appropriate research techniques.

AO4 Evaluation and decision-making

Evaluate information to make judgements, draw conclusions and make recommendations about travel and tourism-related problems.

2.3 Relationship between assessment objectives and components

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

The table shows the assessment objectives (AO) as a percentage of each component.

Component	AO1 %	AO2 %	AO3 %	AO4 %
Paper 1	25–30	25–30	25–30	15–20
Paper 2	24	24	26	26
Paper 3	20–25	20–25	25–30	25–30
Paper 4	20–25	20–25	25–30	25–30

2.4 Relationship between assessment objectives and qualifications

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

The table shows the assessment objectives (AO) as a percentage of each qualification.

Assessment objective	Weighting in AS Level %	Weighting in A Level %
AO1	25–28	23–27
AO2	25–28	23–27
AO3	25–28	25–29
AO4	19–22	21–25

3 Syllabus 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 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.

This section outlines the content of Papers 1, 3 and 4. Paper 2, the Coursework component, is covered in Section 4.

3.1 Paper 1 The industry

Candidates should be able to identify and provide examples of the main travel and tourism activities present in their **local** area and apply this knowledge and understanding in wider contexts. In this way it will be possible to evaluate and assess the appeal of the destination to different types of visitor.

1.1 Features of the travel and tourism Industry	
1.1.1 The nature of travel and tourism	
(a) Main types of tourism	<ul style="list-style-type: none"> • Domestic • International • Inbound • Outbound • Mass • Specialised • Independent • Packaged
(b) Types of destination	<ul style="list-style-type: none"> • Resort: beach, purpose-built, integrated • Town, city, country • Urban, rural • Coastal, island • More Economically Developed Country (MEDC) • Less Economically Developed Country (LEDC)

1.1.1 The nature of travel and tourism continued	
<p>(c) (i) Main reasons why people travel</p> <p>(ii) Key specialised markets/ travel motivations</p>	<ul style="list-style-type: none"> • Leisure • Business • Visiting friends and relatives (VFR) • Medical tourism • Religious tourism • Adventure tourism • Cultural tourism • Ecotourism • Sports tourism • Health and spa tourism • Special interest, e.g. dark tourism, slum tourism, film tourism
<p>(d) Characteristics of destinations/ attractions which appeal to visitors</p>	<ul style="list-style-type: none"> • Accessibility • Built and natural attractions • Climate • Culture: traditions, language, gastronomy, dress, handicrafts • Events: art, music, festivals, sporting events • History, architecture • Leisure activities • Range and type of accommodation, including grading • Religion
<p>(e) Challenges of the travel and tourism industry and how these are overcome</p>	<ul style="list-style-type: none"> • Seasonality • Intangibility • Perishability
1.1.2 The scale of the travel and tourism industry	
<p>(a) Key patterns in local, national and global tourism (including data interpretation and manipulation)</p>	<ul style="list-style-type: none"> • The number of tourist arrivals in key destinations • Key tourism generating areas and receiving areas • Visitor spending in travel and tourism • Number of people employed directly and indirectly in the industry • Trends in travel and tourism, including occupancy rates, duration of stay, method of transport
1.1.3 Factors affecting tourism and their impact	
<p>(a) Economic factors</p>	<ul style="list-style-type: none"> • Changes to national economy and GDP • Levels of disposable income • Change in distribution of wealth, e.g. growth in BRIC countries (Brazil, Russia, India and China) • Changes in employment opportunities • Changes in currency exchange rates • Infrastructure development and improvement

1.1.3 Factors affecting tourism and their impact continued	
(b) Social factors	<ul style="list-style-type: none"> • Ageing populations • Decline in leisure time linked to raising the pension age in some countries • Rising middle classes in the East, declining in the West • New family structures: increased singles market, fewer families with children • Increased awareness of health: areas with associated health risks avoided, contaminated beaches, high levels of air pollution, increased risk of disease (e.g. SARS, H1N1, Ebola)
(c) Political factors	<ul style="list-style-type: none"> • Terrorism, war, civil unrest, crime and other factors affecting social harmony • Changes to security measures, visa regulations and entry controls • Changes to legislation, including consumer protection, employment law, anti-discriminatory practices on tourism providers
(d) Technological factors	<ul style="list-style-type: none"> • Developments in transport technology: more choice, faster, cheaper, longer distance • Developments in information technology: <ul style="list-style-type: none"> – availability of information – online reservations and the impact on traditional tour operations and travel agencies – mobile technology – the role of social media – e-marketing and virtual tours – e-ticketing and self-check-in facilities – use of biometrics in passport control
(e) Ecological factors	<ul style="list-style-type: none"> • Protection of the environment and conservation of natural/cultural heritage • The threat posed by climatic change, global warming and natural disasters • Diminishing oil reserves: seeking new travel forms
(f) Changing consumer needs and expectations	<ul style="list-style-type: none"> • Market-driven • Change in attitudes and tastes • Polarisation of demand for budget and luxury products • Specialised packages • Sustainable and responsible tourism • Product differentiation • Product line extension • Changing the cost/quality ratio of the product

1.1.4 The structure of the travel and tourism industry	
(a) Business ownership (i) Commercial organisations (for profit) (ii) Non-commercial organisations (not for profit)	<ul style="list-style-type: none"> Relationship between business objectives, income generation and business activities for different types of organisations
(b) Organisations and their influence on international travel and tourism	<ul style="list-style-type: none"> World Tourism Organization (UNWTO) National tourism organisations (NTOs) Regional and local tourism organisations Consular service providers Industry groups and trade associations Destination management companies (DMCs)
1.1.5 Subsectors of the travel and tourism industry	
(a) Transport	<p>Products/services that each of the following provide and their appeal to different visitor types.</p> <ul style="list-style-type: none"> Air <ul style="list-style-type: none"> – scheduled – chartered – low cost flights/budget Sea <ul style="list-style-type: none"> – cruise – ferry services Rail <ul style="list-style-type: none"> – national – international – luxury train routes Road <ul style="list-style-type: none"> – car hire – coach services
(b) Accommodation and catering	<p>Products/services that each of the following provide and their appeal to different visitor types.</p> <ul style="list-style-type: none"> Hotels Hostels Guesthouses Campsites Self-catering Food and beverage outlets
(c) Tour operations and travel agencies	<p>Products/services that each of the following provide and their appeal to different visitor types.</p> <ul style="list-style-type: none"> Tour operators and holiday representatives Travel agents

1.1.5 Subsectors of the travel and tourism industry continued	
(d) Visitor attractions	<p>Products/services that each of the following provide and their appeal to different visitor types.</p> <ul style="list-style-type: none"> Natural attractions, e.g. national parks, coral reefs, wildlife reserves and landscape features (such as lakes, mountains, beaches, etc.) Built attractions, e.g. zoos, aquariums, theme parks, galleries, theatres, museums, castles, gardens
(e) Ancillary service provision	<ul style="list-style-type: none"> Currency exchange Car hire Tourist information and guiding services Bookings/reservations

1.2 Principles of customer service in travel and tourism	
1.2.1 Customers and their needs	
<p>(a) (i) Types of external customers of travel and tourism organisations</p> <p>(ii) Needs of external customers of travel and tourism organisations and how these are met</p>	<ul style="list-style-type: none"> Individuals Groups, including different age or cultural groups, educational groups and special interest groups Families Foreign visitors with language and cultural differences People with specific needs: people with mobility and access difficulties, people with sensory disabilities, visitors with special dietary requirements Travel and tourism products and services that meet specific needs of customers Ancillary products and services Information and advice Assistance Resolving customers' problems and complaints
<p>(b) (i) Types of internal customers of travel and tourism organisations</p> <p>(ii) Needs of internal customers of travel and tourism organisations and how these are met</p>	<ul style="list-style-type: none"> Members of staff within an organisation, e.g. colleagues, managers and supervisors An organisation's suppliers Employees of other organisations, e.g. retail outlets at an airport are internal customers of the airport Safe working environment Training appropriate to their job role Knowledge of procedures, routines and performance standards for carrying out specific duties Job satisfaction Incentives and rewards Respect from colleagues and managers

1.2.2 Impacts of quality customer service	
For the customer:	<ul style="list-style-type: none"> • Positive/negative customer experience • Satisfied/dissatisfied with organisation • Sense of gaining/not gaining value for money
For the employee:	<ul style="list-style-type: none"> • Increased/decreased job satisfaction • Increased/decreased skill development and enhancement • Work as part of an effective/ineffective team
For the organisation:	<ul style="list-style-type: none"> • More efficient/inefficient workforce • Increased/decreased levels of customer satisfaction • Customer loyalty/disloyalty • More/less likelihood of repeat business • Increase in/loss of income • Positive/negative reputation of the organisation
1.2.3 Assessing the quality of customer service in travel and tourism organisations	
(a) Techniques to assess the quality of customer service in travel and tourism organisations	<ul style="list-style-type: none"> • Setting organisational, functional area and individual customer service standards • Performance management and appraisal procedures involving managers, supervisors and employees • General customer feedback, including response ratings on social media, suggestion boxes and customer comment cards • Specific market research, including surveys, customers acting as mystery shoppers, focus groups, observation of interactions between customer service staff and customers

3.2 Paper 3 Destination marketing

The teaching and learning for Paper 3 will focus on how destinations are branded. The process of destination branding is a complex one but the overall aim is to create a destination brand which is unique, which communicates the overriding essence of the destination and which resonates with both tourism providers in the destination and customers. A successful destination brand is one which everyone remembers and which brings in new visitors as well as attracting back repeat visitors.

3.1 Defining the tourism market	
3.1.1 Market research and analysis	
(a) Aims of market research and market analysis To identify:	<ul style="list-style-type: none"> • The market • Customer needs and wants • The competition • Travel trends and customer behaviours • Customer preferences for destinations • Popularity of destinations • Competition amongst destinations • Stage on the Butler 'Destination Lifecycle' model (exploration, involvement, development, consolidation, stagnation, decline or rejuvenation)
(b) Market research: advantages and disadvantages of each research method	<ul style="list-style-type: none"> • Primary research • Secondary research • Qualitative research • Quantitative research
(c) Market analysis tools and techniques	<ul style="list-style-type: none"> • Statistical analysis of travel trends, customer behaviours and preferences for destinations, and the popularity of destinations • Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) • Analysis of Political, Economic, Social and Technological external influences (PEST Analysis) • Competition amongst destinations • Stage on the Butler 'Destination Lifecycle' model • The Ansoff Matrix • The Boston Matrix
(d) Market segmentation (target customers)	<ul style="list-style-type: none"> • By travel motivation • Demographic segmentation • Psychographic segmentation • Geographic segmentation
(e) Visitor profiling	<ul style="list-style-type: none"> • Length of stay • Accommodation preference • Spending power • Choice of products and activities • Media type • Booking method

3.1.1 Market research and analysis continued	
(f) 'Product' positioning	<ul style="list-style-type: none"> • Visitor perceptions of destination through image/reputation • Relationship of destination to competitors through differentiation strategies • The importance of a Unique Selling Point (USP) • Communication and presentation of clear and attractive image/position
(g) Review the marketing mix	<ul style="list-style-type: none"> • Product (what the destination offers) • Price (approaches and strategies used to charge customers for using the products and services of the destination) • Place (distribution channels in making the destination accessible to customers) • Promotion (using a range of promotional methods to raise awareness of the destination with customers)

3.2 Building a destination brand	
3.2.1 Establishing the destination identity	
(a) Reasons for branding a destination	<ul style="list-style-type: none"> • Change the perception of unfavourable stereotypes of a destination • Create a common vision for the future of the community and its potential as a tourist destination • Provide a consistent representation of the destination • Enhance local, regional, national and/or global awareness of a destination • Make it more appealing
(b) Characteristics of an effective destination brand	<ul style="list-style-type: none"> • Memorable • Attractive • Matched to destination attributes • Consistent with destination's positioning • Easily understood by customers • Integrated into promotional activities at a local, national and global level • Sustained over a significant period of time • Reflective of customers' actual experiences • Targeted at both existing customers and at prospective visitors • Accepted by stakeholders • Credible

3.2.1 Establishing the destination identity continued	
(c) Creating a brand identity	<ul style="list-style-type: none"> • Brand name • Slogan/tagline • Logo • USP • Use of colour • Price in association with image • Distinctive packaging • Corporate identity (uniforms, furnishings, etc.)
(d) Marketing activities for launching the brand	<ul style="list-style-type: none"> • Agree timing for action • Agree costs and resources • Decide upon 'guardians of the brand' and level of involvement of key personnel • Set objectives • Decide the communication methods and events • Design promotional materials • Agree the overall campaign

3.3 Implementing the destination brand	
3.3.1 Communicating the destination brand	
(a) Interdependent stakeholders in the destination branding process and the role each plays	<ul style="list-style-type: none"> • National Tourism Organisations (NTOs) • Regional tourism organisations • Local tourism organisations • Commercial travel and tourism organisations (for profit) • Non-commercial travel and tourism organisations (not for profit) • The local community
(b) (i) Communication methods used to raise awareness of the destination's brand identity	<ul style="list-style-type: none"> • Websites, especially that of the NTO • Publicity materials • Use of social media • Email marketing • Public relations • Advertising • Sales promotion • Word of mouth • Signage • Destination environment
(ii) Considerations for selection of communication method/s	<ul style="list-style-type: none"> • Costs • Global reach • 24-hour marketing • Lead times • Options for personalisation • Ability to track success/conversion rates

3.3.1 Communicating the destination brand continued	
(c) Different media used to communicate the destination's brand identity	<ul style="list-style-type: none"> • Owned • Paid for • Earned • Shared
3.3.2 Difficulties in implementing the destination brand	
(a) Challenges in branding destinations	<ul style="list-style-type: none"> • A destination is made up of composite products, not just one product • Intangibility of the tourism offering • The destination's reputation and image are not created by the destination management organisations in charge of its marketing and promotion • Diverse range of organisations and partners involved in crafting and delivering the brand • Lack of funding for marketing efforts • Difficult to create a unique identity in the face of stiff competition • Destination image is affected by natural disasters, political unrest, acts of terrorism and other social, economic and political factors

3.4 Monitoring the effectiveness of the destination brand	
(a) Methods used to monitor costs and marketing activities	<ul style="list-style-type: none"> • Resources invested • Marketing activities, e.g. number of brochures distributed • Visitor surveys • Provider surveys • Website traffic • Search engine optimisation • Social media response rates • Attendance at trade fairs, take up for familiarisation trips, incentive tours, numbers of sponsors
(b) Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> • Destination popularity ranking • Changes in arrival numbers • Changes in visitor spend • Changes in average length of stay • Changes in occupancy rates • Job creation within the tourism sector • Changes in market share • Brand awareness • Return on investments (ROI) • New/repeat business

3.3 Paper 4 Destination management

The teaching and learning for Paper 4 will focus on how destinations are managed. The objectives of tourism management are many – but the overall aim is to minimise negative impacts of tourism and to maximise the positive impacts.

4.1 Organisations involved in destination management, their roles and priorities	
(a) Governments, Ministries, National Tourism Organisations (NTOs)	<p>Strategic development, including:</p> <ul style="list-style-type: none"> • Environmental strategies, e.g. protect and manage the environment and natural areas • Marketing strategies, e.g. develop the country image (brand/specialised/mass market destination) through marketing and branding • Economic strategies, e.g. minimise leakages from the economy; set taxes • Research, funding and budgets • Setting priorities
(b) Local authorities, regional tourism organisations, Destination Management Companies (DMCs)	<ul style="list-style-type: none"> • Land use regulation at a local level • Planning control • Local infrastructure development and control • Regional and local promotion and marketing of, e.g. specialised markets; specialised tourism products • Visitor management
(c) International development agencies, non-governmental organisations (NGOs)	<ul style="list-style-type: none"> • Research, fund-raise, develop and finance projects • Specialist knowledge and expert staff to oversee projects • Guidance in regional planning for projects • Assistance in training and education of local communities • Promote awareness of political, environmental, sociocultural issues • Promote awareness of demand for specialised tourism products
(d) Commercial organisations	<ul style="list-style-type: none"> • Overseas travel agents, inbound, outbound and specialist tour operators serving the specialised markets <ul style="list-style-type: none"> – select, package, market and sell products, services and tours • Local businesses, e.g. accommodation providers, transport operators, attractions and guiding services <ul style="list-style-type: none"> – develop and provide products and services

4.2 Destination management	
(a) Objectives of tourism development and management	<p>To develop sustainable practices through:</p> <ul style="list-style-type: none">• Economic objectives, e.g.<ul style="list-style-type: none">– maximisation of the retention of visitor spending at the destination– investment of tourism income in public and social projects for local communities• Environmental objectives, e.g.<ul style="list-style-type: none">– minimisation of the negative impacts of tourism– preservation, conservation and regeneration of local environments and natural destinations, their flora and fauna– sustainable use of resources• Sociocultural objectives, e.g.<ul style="list-style-type: none">– protection of local culture– community involvement and empowerment– widened access for all to facilities and assets– provision of employment and staff development opportunities in tourism and related sectors– promotion of tourism education for the local population– education of tourists to be environmentally and culturally aware• Political objectives, e.g.<ul style="list-style-type: none">– enhanced image– reputation of a country or destination

4.2 Destination management continued	
(b) Destination management activities	<ul style="list-style-type: none"> • Sustainable tourism policies and practices • Development of new products and services, including specialised products • Visitor and traffic management • Destination branding and marketing as mass/specialised market • Partnership of commercial and non-commercial organisations, the local community and visitors • Investment in long-term benefits for local community and tourism economy • Community involvement, community projects, education training and employment of locals • Planning control • Widening access to facilities • Regular environmental impact auditing • Communication and liaison with visitors and providers; provide visitor information • Monitoring and evaluation of how the destination is being managed • Encouraging responsible tourist behaviour <ul style="list-style-type: none"> – promote respect for local traditions and customs and the environment – support of the local economy and encourage the production of local produce

4.3 Impacts of tourism development	
4.3.1 Economic impacts	
(a) Positive economic impacts	<ul style="list-style-type: none"> • Income generation • Increased foreign exchange • Job creation and training • Economic development • Development of the infrastructure • Multiplier effect
(b) Negative economic impacts	<ul style="list-style-type: none"> • Leakages • Low skills/low pay • Over-dependency • Seasonality of employment • Decline in traditional employment roles • Increased living costs • Increased taxes

4.3.2 Environmental impacts	
(a) Positive environmental impacts	<ul style="list-style-type: none"> • Improved assets • Conservation • Protection • Regeneration • Building regulations
(b) Negative environmental impacts	<ul style="list-style-type: none"> • Pressure on local resources • Traffic congestion • Erosion of natural resources • Pollution of air and water • Increased levels of litter • Noise, visual/aesthetic pollution • Destruction of natural wildlife systems and breeding patterns
4.3.3 Sociocultural impacts	
(a) Positive sociocultural impacts	<ul style="list-style-type: none"> • Preservation of customs and crafts • Provision of community facilities and public services • Cultural bonding • Strengthened cultural identity • Cultural understanding • Encouraging travel, mobility and social integration • Empowerment of local community in managing their own environment
(b) Negative sociocultural impacts	<ul style="list-style-type: none"> • Conflicts with the host community • Changes to family structure • Social problems, begging, prostitution, crime • Loss of cultural identity • The demonstration effect • Commodification and staged authenticity • Damage to artefacts and heritage sites

4 Paper 2 Coursework

4.1 Introduction to Paper 2 Planning and managing a travel and tourism event

50 marks, internally assessed, externally moderated

This paper gives candidates the opportunity to work as part of a team to plan, run and evaluate a real project in the form of a travel and tourism event. Candidates can set the event in a variety of contexts related to travel and tourism, such as:

- the staging of a conference, meeting or exhibition (with or without hospitality)
- the delivery of a guided tour or similar group activity
- the running of a trip or other group venture.

Candidates will require guidance in choosing an appropriate event. They should have the opportunity to demonstrate essential business and customer service skills, which are an integral part of the travel and tourism industry.

Candidates' evidence should include:

- research and analysis into the feasibility of at least two and up to four events
- a justification for the final decision on the chosen event
- an individual business plan of the event
- evidence of their individual involvement in the team planning, preparation and running of the event
- an evaluation of their own performance and that of the team
- recommendations for improvements.

The following guidelines provide a framework for the production of this piece of coursework.

4.2 Framework and content

Candidates must work as part of a team to plan, run and evaluate a real travel and tourism event. All coursework must be written up **individually** by each team member.

Outline of content

2.1 Working in a team	
<p>(a) Provide an overview of the team</p>	<ul style="list-style-type: none"> • Team structure (recommended 4–6 team members) • Roles and responsibilities within the team • Purpose of team work • Factors influencing the roles allocated to each team member • Factors affecting the likely success of team work
<p>(b) Produce evidence of the team in operation through the different stages of the event (planning, running and evaluating the event)</p> <p>Records of meetings must be kept and submitted as part of the coursework.</p> <p>Witness statements must be submitted to Cambridge International. Please see Witnessing the Event subsection.</p> <p>Cross-reference to 2.5 The same photographs and witness statements may be used as evidence for both 2.1 (b) and 2.5</p>	<ul style="list-style-type: none"> • Record of meetings • Team and individual logs (action taken, problems encountered, solutions employed) • Photographs • Witness statements (peer, tutor, customer, travel and tourism industry representative)
2.2 Choosing the event	
<p>(a) Working in a team, produce a feasibility study for at least two and up to four different travel and tourism events</p>	<ul style="list-style-type: none"> • Discuss a range of options with initial obvious 'pros and cons' • Produce a simple concept plan for each event • Identify the potential target customers for each event • Identify the likely needs and wants of the customers for each event • Research costings • Carry out SWOT analyses, carry out a simple risk assessment for each event • Identify the potential barriers for each event
<p>(b) Analyse the results of the feasibility studies to select the travel and tourism event to run</p>	<ul style="list-style-type: none"> • Give reasons for the final choice based on a comparison of the likely success of each event

2.3 Produce a business plan for your travel and tourism event	
<p>(a) Each team member must produce an individual version of a business plan for the team. The business plan should include:</p>	<ul style="list-style-type: none"> • An event summary • Aims and objectives of the event • A project time plan for the event (Gantt chart or action plan) • Resources: <ul style="list-style-type: none"> – financial – physical – human • A simple marketing plan describing how to market and sell the event • The team’s event risk assessment and contingency planning, including aspects of health, safety and security • Evaluation methods that will be used to assess the success or failure of the event (personal perception, team reflection, customer feedback, witness statements)
2.4 Preparing for the event	
<p>(a) Prepare materials/resources Keep records of all documents used as evidence in an Appendix and clearly indexed.</p>	<ul style="list-style-type: none"> • Prepare letters of information, payment requests, parental permission requests, financial recording documents • Prepare and distribute marketing materials • Produce a programme or itinerary for the event
<p>(b) Make the necessary arrangements Keep records of all documents used as evidence.</p>	<ul style="list-style-type: none"> • Seek appropriate permission (school principal, venue management, etc.) • Make bookings (transport, venue, equipment hire, staff availability) • Send out letters of information, copies of risk assessments, payment requests, parental permission requests • Collect and arrange payments
2.5 Running the event	
<p>Provide evidence of the event taking place and the candidate’s individual contribution to running the event</p> <p>Cross-reference to 2.1 (b) The same photographs and witness statements may be used as evidence for both 2.1 (b) and 2.5</p>	<ul style="list-style-type: none"> • Photographs • Witness statements (peer, tutor, customer, travel and tourism industry representative)

2.6 Evaluation and recommendations	
(a) Use a range of techniques to evaluate the success of the event in terms of: <ul style="list-style-type: none">• personal perception• team reflection• customer feedback• witness statements	<ul style="list-style-type: none">• Evaluate the achievement of the original aims and objectives of the event• Evaluate the effectiveness of the business plan for the event• Evaluate the effectiveness of the materials and resources used in the event• Make recommendations for improvements
(b) Candidates must use a range of techniques to evaluate their role in the event through: <ul style="list-style-type: none">• personal perception• team reflection• customer feedback• witness statements	<ul style="list-style-type: none">• Demonstration of excellent customer service skills• Ability to work effectively as part of a team• Demonstration of effective communication skills• Demonstration of other appropriate skills (initiative, problem solving, information technology, business and enterprise)• Recommendations for personal development

4.3 The outline proposal form

Outline proposal forms are no longer in use for this syllabus. As part of teaching, you should give guidance and feedback to candidates on whether their suggested event is suitable.

For guidance on suitable events for the coursework go to our School Support Hub
www.cambridgeinternational.org/support

For further information, see the *Cambridge Handbook* for the relevant year of assessment at
www.cambridgeinternational.org/eoguide

4.4 Assessment criteria for coursework

There are 50 marks in total subdivided across **four** strands:

- Strand 1 Working in a team (12 marks)
- Strand 2 Choosing the event (13 marks)
- Strand 3 The business plan (12 marks)
- Strand 4 Running and evaluating the event (13 marks)

Weightings of the assessment objectives across the strands

Assessment objective	Strand 1 Working in a team (marks)	Strand 2 Choosing the event (marks)	Strand 3 The business plan (marks)	Strand 4 Running and evaluating the event (marks)	Weighting
A01			12		24%
A02	12				24%
A03		13			26%
A04				13	26%
Total	12	13	12	13	100%

Marking: general principles

1. You are encouraged to use the full range of marks, bearing in mind that it is not necessary for a candidate to give a faultless performance for maximum marks to be awarded within any single category.
2. Within any band, marks should be awarded on a 'best-fit' basis. Thus, compensation between higher and lower achievement for different aspects is acceptable.
3. Above all else, be consistent in your marking.

Mark scheme for Strand 1 Working in a team (12 marks)

<p>Provide an overview of the team:</p> <ul style="list-style-type: none"> • structure • roles/responsibilities <p>Produce evidence of the team working:</p> <ul style="list-style-type: none"> • record of meetings • logs • photographs • witness statements 	<p>Band 3 (9–12 marks)</p> <p>At the upper end (11 or 12 marks), the record of contribution shows a full and valuable role in the selected group event with the ability to deal effectively and sympathetically with complex issues, displaying good interpersonal skills.</p> <p>At the lower end (9 or 10 marks), there will be evidence of a constructive and competent contribution to planning, preparation and running of the group event demonstrating the ability to perform under pressure and to cooperate with others to meet the aims and objectives.</p>
	<p>Band 2 (5–8 marks)</p> <p>At the upper end (7 or 8 marks), there will be clear evidence of contributing to effective planning, preparation and running of the group event.</p> <p>At the lower end (5 or 6 marks), the record of contribution shows consistent involvement in the selected event and ability to work as a team member; some evidence of ability to deal with any complex complaints or problems experienced during preparation and actual event management.</p>
	<p>Band 1 (1–4 marks)</p> <p>At the upper end (3 or 4 marks), the record of the candidate’s contribution lacks details of involvement, or shows inconsistency in performance, which may lead to problems in team performance; work will have several inaccuracies/omissions.</p> <p>At the lower end (1 or 2 marks), the candidate’s performance as part of the team is minimal and is only just sufficient to show participation in event planning and performance.</p>
	<p>Band 0 (0 marks)</p> <p>No rewardable content.</p>

Mark scheme for Strand 2 Choosing the event (13 marks)

<p>Produce 2–4 feasibility studies, each should include:</p> <ul style="list-style-type: none"> • a simple concept plan • potential customers • needs/wants of customers • resource needs • SWOT analysis • risk assessment • potential barriers <p>Analyse results of feasibility studies and select an event:</p> <ul style="list-style-type: none"> • give reasons for the final choice 	<p>Band 3 (10–13 marks)</p> <p>At the upper end (12 or 13 marks), research into at least two and up to four feasibility studies provided, analysis of studies produced, decision as to which event to hold has been clearly justified.</p> <p>At the lower end (10 or 11 marks), there is clear evidence of research using a broad range of sources and at least two feasibility studies are fully considered. The work is clearly indexed and research is relevant.</p>
	<p>Band 2 (6–9 marks)</p> <p>At the upper end (8 or 9 marks), overall research is mostly relevant. There is clear use made of most of the findings of the research to inform the running of the group event appropriately.</p> <p>At the lower end (6 or 7 marks), there is clear evidence of research from different sources such as searching for alternatives in terms of costs, resources and project ideas. At least two feasibility studies are considered.</p>
	<p>Band 1 (1–5 marks)</p> <p>At the upper end (4 or 5 marks), research is not always relevant and the candidate does not always use the findings of research effectively. There is just sufficient analysis to enable the group event to take place and there is little attempt to address contingency plans or to research alternatives in case of problems.</p> <p>At the lower end (1 to 3 marks), there will be evidence of only some research from limited sources and the feasibility studies are not considered in enough detail or are not considered at all.</p>
	<p>Band 0 (0 marks)</p> <p>No rewardable content.</p>

Mark scheme for Strand 3 The business plan (12 marks)

<p>The plan presented has details of the following aspects of the chosen event:</p> <ul style="list-style-type: none">• aims/objectives• customers• marketing/promotion• resource needs• team roles• staffing• timescales• health, safety and security	<p>Band 3 (9–12 marks)</p> <p>At the upper end (11 or 12 marks) the plan will show an understanding of purpose, some application of relevant skills (financial, marketing, risk assessment, customer service), understanding of team roles and functions. Timescales will be logical, achievable and realistic.</p> <p>At the lower end (9 or 10 marks), the plan presented provides clear details of all the listed aspects (detailed in the column to the left) with no omissions. Furthermore the evidence presented will reflect the consideration of all aspects of the event’s management.</p>
	<p>Band 2 (5–8 marks)</p> <p>At the upper end (7 or 8 marks), the overall plan will be realistic in terms of the event’s management, showing knowledge and understanding.</p> <p>At the lower end (5 or 6 marks), the plan has some omissions but only one or two of the listed aspects (detailed in the column to the left) will have been left out.</p>
	<p>Band 1 (1–4 marks)</p> <p>At the upper end (3 or 4 marks), the plan may be unrealistic but it will incorporate some learning from other areas of study within travel and tourism; and the listed aspects (detailed in the column to the left) have been covered with some development.</p> <p>At the lower end (1 or 2 marks) the plan is brief and will have serious omissions and three or more of the listed aspects (detailed in the column to the left) will have been left out.</p>
	<p>Band 0 (0 marks)</p> <p>No rewardable content.</p>

Mark scheme for Strand 4 Running and evaluating the event (13 marks)

<p>Provide evidence of the event:</p> <ul style="list-style-type: none"> • photographs • witness statements <p>Evaluate the success of the event:</p> <ul style="list-style-type: none"> • achievement of original aims • effectiveness of business plan • effectiveness of resources • recommendations for improvement <p>Evaluate self as part of team:</p> <ul style="list-style-type: none"> • demonstrated excellent customer service skills • worked effectively as part of a team • good communication skills • other appropriate skills • recommendations for personal improvement 	<p>Band 3 (10–13 marks)</p> <p>At the upper end (12 or 13 marks), the work makes detailed and realistic recommendations for improvement which are well considered. This confirms the candidate’s ability to analyse and reflect on areas for future development. The candidate presents work logically, with use of appropriate terminology, so that meaning is clear and accurately conveyed. The work shows full understanding.</p> <p>At the lower end (10 or 11 marks), the work contains a comprehensive evaluation of both the candidate’s own performance and the team’s performance. All stages of the event are covered through the use of evaluative tools.</p>
	<p>Band 2 (6–9 marks)</p> <p>At the upper end (8 or 9 marks), the work includes valid recommendations. The candidate presents materials suitably with appropriate use of terminology and work will show good understanding.</p> <p>At the lower end (6 or 7 marks), the candidate evaluates both their own performance and the team’s performance during and after the event and makes limited but realistic recommendations for improvement. Not all aspects are fully covered.</p>
	<p>Band 1 (1–5 marks)</p> <p>At the upper end (4 or 5 marks), the candidate makes some limited recommendations for improvement and many ideas may be unrealistic. Use of terminology is not always accurate and lacks detail and accuracy in content.</p> <p>At the lower end (1 to 3 marks), evaluation of own performance and the team’s performance during and after the event is limited with only simple facts, comments or statements.</p>
	<p>Band 0 (0 marks)</p> <p>No rewardable content.</p>

Recording candidates’ marks

Candidates’ marks for the Coursework component must be recorded on the Individual Candidate Record Card produced by Cambridge International. This form, and the instructions for completing it, may be downloaded from www.cambridgeinternational.org/samples. The database will ask you for the syllabus code (i.e. 9395) and your centre number, after which it will take you to the correct forms. Follow the instructions when completing each form.

The teacher must mark each candidate’s coursework portfolio out of a total of 50, in line with the assessment criteria in Section 4.4.

Witnessing the event

A Witness Statement Form witnessing the candidate completing the event must be submitted to Cambridge International alongside the Individual Candidate Record Card. An example of this form may be downloaded from www.cambridgeinternational.org/samples

4.5 Moderation of coursework

Internal moderation

If more than one teacher/examiner is used within a centre, the centre **must** make arrangements for the marks for **each** of the four strands of the assessment criteria to be moderated internally for the whole centre. This means that the marks awarded to all candidates within a centre must be brought to a common standard by the teacher responsible for co-ordinating the internal assessment (i.e. the internal moderator). If the marking of any teacher is found to be lenient or severe, it should be adjusted to bring it in line with the rest of the centre's marking.

Once the centre assessments have been internally moderated, they will then be externally moderated by Cambridge International.

The internally moderated marks for all candidates must be recorded on the Coursework Assessment Summary Form. This form, and the instructions for completing it, may be downloaded from www.cambridgeinternational.org/samples. The database will ask you for the syllabus code (i.e. 9395) and your centre number, after which it will take you to the correct form. Follow the instructions when completing each form.

External moderation

External moderation of internal assessment is carried out by Cambridge International.

Centres must submit the internally assessed **marks of all** candidates to Cambridge International.

Centres must also submit the internally assessed **work** of a **sample** of candidates to Cambridge International. The *Cambridge Handbook*, available on our website, provides details of which candidates are to be included in the sample.

The deadlines and methods for submitting internally assessed marks and work are in the *Cambridge Handbook* available on our website.

Resubmission and carrying forward of internally assessed marks

Information about resubmission and carrying forward of internally assessed marks can be found in the *Cambridge Handbook*.

5 Glossary of command words

This glossary should prove helpful to candidates as a guide, although it is not exhaustive and it has deliberately been kept brief. The number of marks allocated for any part of a question is a guide to the depth required for the answer.

Command word	What it means
Calculate	Work out using the information provided
Define	Give the exact meaning of
Describe	Give a description of, explain the main features of
Identify	Name the key knowledge point
Illustrate	Give examples, use a diagram
Outline	Describe the key points without detail
State	Give a concise answer with little or no supporting argument required
Analyse	Explain the main points in detail, examine closely, separate into parts and show how all the parts connect and link
Compare	Explain the similarities and differences between
Explain/how	Give clear reasons or make clear the meaning of, use examples and explain the theory behind the question. This command word requires 'Knowledge and Understanding' as well as 'Application'
Assess	Show how important something is, give your judgement on
Comment upon	Give your reasoned opinion on, with explanations
Criticise	Give an opinion but support it with evidence
Discuss	Give the important arguments for and against, often requires a conclusion. This command word requires 'Analysis' and 'Evaluation'
Justify	Explain why the arguments for an opinion are stronger than the arguments against
Evaluate	Discuss the importance of, judge the overall worth of, make an attempt to weigh up your opinions
To what extent	Give reasons for and against, come to a conclusion with a justification of which arguments are strongest and which are weakest

6 Other information

Equality and inclusion

We have taken great care in the preparation of this syllabus and assessment materials to avoid bias of any kind. In our effort to comply with the UK Equality Act (2010), we have taken all reasonable steps to avoid 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 are unable to access the assessment of any component may be eligible to receive an award based on the parts of the assessment they have taken.

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

Language

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

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.

Retakes

Candidates can retake Cambridge International AS Level and Cambridge International A Level as many times as they want to. Cambridge International AS & A Levels are linear qualifications. Candidates must enter for an option that leads to certification. To confirm what entry options are available for this syllabus, refer to the *Cambridge Guide to Making Entries* for the relevant series.

Candidates can carry forward the result of their Cambridge International AS Level assessment from one series to complete the Cambridge International A Level in a following series, subject to the rules and time limits described in the *Cambridge Handbook*.

Grading and reporting

Cambridge International A Level results are shown by one of the grades A*, A, B, C, D or E, indicating the standard achieved, A* being the highest and E the lowest. 'Ungraded' indicates that the candidate's performance fell short of the standard required for grade E. 'Ungraded' will be reported on the statement of results but not on the certificate. The letters Q (pending) and X (no result) may also appear on the statement of results but not on the certificate.

Cambridge International AS Level results are shown by one of the grades a, b, c, d or e, indicating the standard achieved, 'a' being the highest and 'e' the lowest. 'Ungraded' indicates that the candidate's performance fell short of the standard required for grade 'e'. 'Ungraded' will be reported on the statement of results but not on the certificate. The letters Q (pending) and X (no result) may also appear on the statement of results but not on the certificate.

If a candidate takes a Cambridge International A Level and fails to achieve grade E or higher, a Cambridge International AS Level grade will be awarded if both of the following apply:

- the components taken for the Cambridge International A Level by the candidate in that series included all the components making up a Cambridge International AS Level
- the candidate's performance on the AS Level components was sufficient to merit the award of a Cambridge International AS Level grade.

How students, teachers and higher education can use the grades

Cambridge International A Level

Assessment at Cambridge International A 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.

Cambridge International AS Level

Assessment at Cambridge International AS 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 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
 - help decide whether students part way through a Cambridge International A Level course are making enough progress to continue
 - guide teaching and learning in the next stages of the Cambridge International A Level course.

'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