

Travel and Tourism

Advanced GCE **A2 H589, H789**

Advanced Subsidiary GCE **AS H189, H389**

Examiners' Reports

June 2011

H189/H589/R/11

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This report on the Examination provides information on the performance of candidates which it is hoped will be useful to teachers in their preparation of candidates for future examinations. It is intended to be constructive and informative and to promote better understanding of the specification content, of the operation of the scheme of assessment and of the application of assessment criteria.

Reports should be read in conjunction with the published question papers and mark schemes for the Examination.

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Chief Examiner's Report

The Chief Examiner for the qualification has an opportunity to look at work produced by candidates across the full range of AS and A2 Units. Although some entry numbers may have declined this series, on the basis of the written work which has been produced, many individual candidates have certainly gained a knowledge and understanding of the travel and tourism industry which is fully appropriate to the needs of an employee working at operational level with direct contact with customers. As was pointed out in the January 2011 report, it can be argued that the acquisition of such knowledge and understanding will clearly relate to that required of an employee working at supervisory level. It is very pleasing to be able to report once again on such a positive trend.

The quality of written work evident in both candidate portfolios and in the external assessment scripts was, yet again, frequently of a good, sometimes quite impressive standard. Many centres have developed a range of teaching and learning activities and, as a result, candidates are clearly:

- developing an understanding of the scale and importance of the industry;
- starting to fully appreciate the importance of host destinations and communities to the industry and the importance of sustainable development;
- commenting on the positive and negative impacts the industry may have on people, the environment and the economy;
- demonstrating an awareness of the global and dynamic nature of the industry.

The following Principal Examiner reports contain further details and offer various pieces of advice to centres. It is quite clear that candidates make very good use of the stimulus materials supplied within each of the examined units. Centres might be interested to know the following.

G720 – The pre-released case study materials were used very effectively by centres and their candidates. All documents in the case study were accessed appropriately by candidates and used well in their answers.

G723 – The stimulus material included within each question tended to be quite well used by the majority of candidates.

G728 – Candidates made use of the evidence in the case studies and were, therefore, able to analyse their answers much better.

G734 – The stimulus material was very well used by most candidates and some excellent detail was extracted for each question.

Centres might care to review the methods used to prepare their candidates for the more extended written answers. All of the examination papers require some degree of extended prose and particular questions provide an opportunity to assess written communication skills. The June 2011 scripts contained many well written responses which were properly structured with an introduction, main body of analysis and an evaluative conclusion. However, as the Principal Examiners frequently point out, there is still a need for certain basic issues to be addressed in order to ensure that all candidates are able to achieve the best possible overall grade. A Level 3 response needs to contain well structured sentences which directly answer the question and contain few errors in grammar, punctuation and spelling.

Centres are once again strongly advised to make sure that their candidates can fully understand the differences between the command verbs; describe, explain, discuss, analyse and evaluate. Furthermore, centres are strongly advised to look at the published mark schemes in order to familiarise themselves with the level descriptors used when assessing such extended written responses.

Detailed comments about candidate performance and the June papers are provided in the following sections of this document. Centres are strongly advised to take note of the Principal Moderator's comments and to reflect on the extent to which the findings apply within their own institution.

It is very much hoped that improvements in overall candidate performance will continue during subsequent examination series and that centres will give appropriate emphasis to the vocational nature of the qualification by encouraging their candidates to:

- develop and sustain an interest in the issues affecting the industry and their potential effect on employment opportunities;
- appreciate the importance of the customer to the industry;
- develop practical and technical skills relevant to the industry;
- appreciate how the industry responds to change;
- appreciate the impact of ICT on the industry;
- develop their own values and attitudes in relation to industry issues.

Centres are thus, once again, advised to follow the guidance offered in the following reports and to seek clarification via the Qualifications Manager, if appropriate.

Principal Moderator's Report

General comments

Many centres had well prepared their candidates for both AS and the A2 units this series. The content and standard of evidence provided by candidates, as well as the assessment of some AS and A2 units was generally good. It was obvious, in many cases, that candidates had been guided appropriately. In several cases portfolio work was presented in a well organised manner which ensured that the moderation process went smoothly. In most cases centres responded well to the new procedures for sending samples, resulting in less administrative difficulties and delays this series.

In some cases there were some excellent portfolios submitted. Candidates had obviously enjoyed working on their portfolios and generally applied their research to the criteria. There is, however, still a need for centres to encourage the use of primary research and a wider use of secondary research to supplement the candidates' evidence. Candidates must consider the use of a variety of sources of information and ensure that work is referenced. There were cases where candidates were unable to demonstrate sufficient applied knowledge and understanding because their research had been too narrow.

It was pleasing to note that consortia of centres submitting portfolios had, in most cases, informed OCR of their consortia arrangements.

In most cases the administrative procedures and the use of the Unit Recording Sheet (URS) was good, but there is still a problem with samples not having the candidate number recorded on the URS. Most assessors had annotated the work and where this was not the case the problem has been highlighted on the report to that centre.

In many cases centres had responded well to advice, training and previous moderator reports provided in order to develop good assessment practices. In some cases assessment was good particularly at the A2 level. Where adjustment to marks were made it was usually because of inconsistency in assessment or where there was insufficient evidence to justify the mark and a key aspect of the Mark Band. The reason(s) for adjustments have been highlighted on the individual centre reports.

The ability to evaluate and make realistic recommendations is still a difficulty displayed in some candidates' evidence. This is an aspect which centres need to address as candidates far too often provide narrative text, unreferenced work and excessive amounts of information with very little application to the requirements of the Mark Bands and the key words such as evaluate, analyse, recommend, explain and plan.

Centres do still need to apply a rank ordering of marks for assessment objectives and of the overall mark on AS and A2 units. Some candidates had produced similar or a better quality of evidence of a mark band than another candidate but had been awarded less marks and vice versa.

AS Units

Unit G721

There were many submissions for moderation of this unit this series with a good response.

There were some excellent examples which were thorough and appropriate.

AO1 – Candidates clearly identified the needs of internal and external customers and made a reasonable attempt to evidence how their needs are met, but this was sometimes descriptive in nature. It was pleasing to see that centres are now guiding their candidates appropriately in order to address different types of customers.

There are still cases, however, where there is little evidence of a comparison of different customer types and internal/external customers in relation to how needs are met. This should then lead into how this would benefit the organisation – this is a key component of this assessment objective. Candidates tended to consider the basic benefits which are only worthy of Mark Band 2, rather than the more complex benefits which relate to how needs are met, e.g. time efficiency.

AO2 – This was generally well evidenced with many candidates replying to a complaint by letter. Assessors had provided some clear witness statements which reviewed how well the candidate had performed specific skills. Skill application does, however, need addressing in the candidates' evaluation. Candidates need to look at a minimum of three situations in order to evidence a variety of customers. It still needs to be made clear in the work what exactly was the complaint and the outcome must be realistic in line with the organisation's complaints procedure/policy. It is expected, at this level, that candidates, if answering by letter, format the letter in a 'business style' and ensure that there are no errors, e.g. spelling.

Where candidates had used scripts to perform particular role plays, this was considered as insufficient evidence of effective customer service.

AO3 – Candidates generally showed some good research into how the organisation assesses the effectiveness of its customer service and the methods the organisation uses. Candidates had made a good attempt at analysing these methods in terms of their appropriateness and effectiveness. Candidates did struggle, sometimes, with analysis in terms of what the organisation had done to make improvements, etc. This would relate to the results found using the different methods.

As an example, candidates rarely considered the number of complaints, how these are recorded and their content as a method of measuring effectiveness. Analysis could include what the organisation has done to prevent further complaints, etc.

There was a lack of reference to internal customers.

AO4 – Candidates need to evaluate the organisation's customer service and how effective they think it is and provide some recommendations. This is likely to require the candidate to carry out, for example, a survey, observation, mystery shopper, etc.

Centres generally carried out and evidenced this well with checklists, etc. There was a tendency for candidates to evaluate products and services well but not to consider personal qualities and skills, e.g. face-to-face communication, etc. Candidates had looked at different types of customers.

Some candidates produced an evaluation but there was still a lack of evidence as to how they had obtained their results. They had reported on what the organisation had said but had not then made any personal judgements/opinions and recommendations to support this or used, for example, a mystery shopper activity, observation activity, survey, etc.

Unit G722

There was a large submission this series with a mixed response. In many cases this was the unit which was not well performed.

There were still cases where candidates had not considered two very different/contrasting destinations and thus candidates were restricted on the scope of analysis in terms of customer types for AO2/3. Candidates need guiding here as to the suitability of the destinations, e.g. not two cities.

AO1 – In some cases this was addressed well, but in other cases there was a lack of evidence and understanding to warrant the mark awarded. This was the main cause of an adjustment in many cases as candidates annotated maps incorrectly and were unable to give a clear description, but Level 2 or 3 marks had been awarded.

Downloaded maps must be annotated, sourced/referenced and be linked to a description. There was a tendency for candidates to omit annotating maps or to reference the source with the map. There should be a world map, and candidates need to consider how clear the maps are in relation to the possibility of giving it to a tourist and pointing out aspects a tourist might need to know. There should also be the inclusion of a local map, as a part of the series of maps, and a comment in relation to the distribution of features relating to AO2 as well as, for example, an analysis such as the location of the destination in relation to climate, season, accessibility, etc. In many cases this aspect of the unit was over marked; candidates had not provided a sufficiently clear description to warrant the marks awarded.

AO2 – Care needs to be taken where candidates have evidenced sections of text and websites. With reference to the appeal of their destinations candidates attempted to make a logical explanation but still omitted to fully cover the appeal of their destinations with particular reference to how and why the destination appeals to particular customers. There was, for example, very little reference to business appeal/customers, short and long breaks, etc or to the range of customers. Another example was different types of accommodation and cost against appeal to different types of customers/visitors. Some candidates had analysed well, but many candidates had not fully addressed this aspect of the assessment objective.

AO3 requires candidates to show evidence of resources and sources of information used. In some cases there was no bibliography evidenced and no analysis of resources, e.g. what would or would not be useful for Mark Band 3. Many candidates had only used websites as their main source of research and they need encouraging to consider other sources. Part of the analysis marks for Mark Band 3 must be assessed in terms of the content of the work itself. This was well done by higher grade candidates.

Sources were well referenced in the text by some candidates, but very poorly by others with too much downloading/copying.

AO4 was generally well assessed and some candidates had done this well. It was, however, very clear this series that candidates had not considered more up-to-date issues and trends. There was, in some cases, little evidence of any statistical data to assist with candidate's reasoning. For some candidates AO4 was an afterthought but it should really be the starting point for research in order to check the availability of data at international level. Beyond Mark Band 1, it is expected that trends are analysed and that realistic future predictions are provided. Candidates, this series, found this assessment objective difficult.

Unit G724

There were several submissions for moderation of this unit this series with a good response. This generally relates to an appropriate choice of attractions to cover all the criteria and the availability of information. There were, however, cases where centres and candidates had misinterpreted the requirements of the unit and recorded irrelevant or inaccurate information.

Candidates made a good attempt at the criteria but with reference to AO1 there was still a tendency for candidates to omit comparison(s) in the work – causing some leniency in assessment.

Candidates considered technological features well but need to develop their analysis in terms of how these enhance the customer, and also the staff, experience. There is also a need to consider how new technology is used to promote the attraction's features.

Unit G725

There were some submissions for moderation of this unit, with a mixed response.

AO1 – Candidates still tend to omit the role of the organisers in the chain of distribution.

AO2 – This AO was well addressed.

AO3 – Candidates were able to record marketing techniques but showed difficulty in addressing the effectiveness of the techniques used by the two organisations.

AO4 – Candidates need to consider two separate complex itineraries which meet the needs of different customers. Candidates tended to produce unclear itineraries.

Unit G726

There were several submissions for moderation of this unit this series with, on the whole, a mixed response. This related to the amount of research undertaken by the candidates and the appropriateness of the organisation. There was, however, evidence of downloaded material and a lack of clear examples.

Again, there was a tendency for candidates to quantify the hospitality provider for AO2 but to only briefly describe a corporate hospitality package without a review. Components of the package were not clear and there was a lack of evidence of marketing strategies.

Unit G727

There were several submissions for moderation of this unit this series with a mixed response.

AO1 – This criterion was not well addressed (on the whole) again this series. There was a tendency for candidates to omit a variety of examples with reference to different companies offering employment overseas.

AO2 – There were some good examples here. However, some candidates listed information rather than considering 'the importance of'.

AO3 – This criterion requires candidates to research both administrative and operational practices. The latter was not well evidenced in candidates' work again this series.

AO4 – This was done well by candidates and they had obviously enjoyed this aspect of the unit. There was clear evidence of witness statements by assessors to support the assessment but candidates still tended to omit the specific skills used in their evaluation.

A2 Units

Unit G729

There was a large submission for this unit this series with a mixed response. There is a need for centres to clearly annotate the work when assessing as the unit is holistic in approach. This series some centres had interlinked Adventure Tourism and Event Management. In some cases this caused some difficulties for candidates as the amount of evidence needed and skills required for this unit needed further development.

Candidates had obviously enjoyed doing this unit and had learnt, with some understanding, the complexities of organising and carrying out a travel and tourism event, as a part of a team. It was pleasing to see the range of appropriate events considered and conducted. There were occasions where candidates had carried out a pre-determined event and had little evidence to support their own organisational skills. It was also good practice to find that centres had in, several cases, differentiated assessments/marks awarded to their candidates, together with an individual candidate report and witness statement. Where problems existed during moderation this series, it was due to centres awarding all their candidates the same mark, particularly in Mark Band 2, with little evidence to support individuality, specific skills, team working, customer service and communication.

AO1 – With reference to the business plan, some candidates had been methodical in their approach, whilst others had been repetitive and unclear. This was the cause of some adjustment to marks this series. In many samples candidates had not set out a plan but had tended to produce a report and running commentary which caused them to omit vital pieces of information. This was particularly relevant to the need for clearer aims and objectives, purpose, SMART targets, financial accounts, etc. There was some confusion as to the requirements of a plan and evidence became muddled and difficult to decipher. It is essential that the plan is produced individually. There was a tendency for candidates to omit legislation such as data protection, health and safety practices, insurance, etc. There was also a need for candidates to provide clear financial accounts. There was little evidence of how the team was going to assess the success of the event or the plan.

There should be clear evidence of project planning techniques and of roles and responsibilities. Where candidates had done a Gantt chart, for example, there was little evidence of how this was executed and any changes to be made to it – i.e. re-draft the flow chart, did it work? etc.

AO2 – Candidates were not always clear on what they precisely contributed; for example, use of a log book and evidence highlighted where they had made a major contribution, agendas and minutes of meetings highlighting their contribution, etc. There were, however, also some excellent examples amongst centre submissions. There is a need, however, for higher grade candidates to develop their project planning techniques.

There was a need for candidates to address problems/difficulties. This was often omitted in candidates' evidence this series.

AO3 – This assessment objective was well covered. Though most candidates had considered risk assessments and contingency planning, there was little evidence of market research, SWOT, or a record of other ideas and reasons for the final choice.

AO4 – Some candidates evaluated well, but many showed a tendency to omit any reference to aims and objectives. They tended to produce a narrative of what they had done rather than an evaluation. There was also a need to appropriately record qualitative and quantitative data from customer feedback, with appropriate analysis.

Unit G730

There were several submissions with a good response.

Where difficulty occurred it was due to the need for a clear plan; for example, purpose, target market, clear aims, resources, etc. There were omissions by candidates in the planning of the tour such as timing, costing, a clear itinerary, etc. Most centres included at least one detailed witness statement from an independent observer or tour participant as supporting evidence.

There is a need for candidates to develop the quality of the evaluation rather than producing a commentary on what they did.

Unit G731

There were several submissions this series with a good response

Some candidates had approached very different ecotourism projects and where assessment was in the higher bracket had produced extensive evidence of understanding of the project, future development and the nature of ecotourism.

There was a tendency for candidates to become too general in nature and off the point rather than more specific to their project and destination, causing a lack of application of knowledge and understanding. However, this made some good examples for AO4 when considering ecotourism worldwide. It is also important for candidates not only to support their opinions by expressing their own values and attitudes but also to be aware of those of the stakeholders. This was not always well evidenced by candidates, once again, this series.

There was also a tendency for examples and information to lack sourcing and referencing.

Unit G732

There were several submissions this series with a good response

AO1 – This was generally well addressed but candidates showed a need to develop the reasons for growth of ATAs, as this was often disjointed. It is important for candidates to consider that the different organisations addressed in AO1 can have very different values and attitudes for the same activity. Centres holistically approached this assessment objective with part of AO3.

AO2 – Candidates often addressed the impact but tended to omit the benefits of ATA's in the chosen destinations. Where impact was considered, this did not always relate to the chosen activities.

AO4 – Centres need to bear in mind that the evaluation, in terms of personal performance and team performance, relates to the planning and carrying out of the activity itself, rather than personal performance at doing the activity and skill. The quality of evaluation sometimes needed enhancing with clear witness statements (AO3).

There was frequently a lack of sourcing and referencing in the candidates' work.

Unit G733

There were several submissions this series with a good response.

This unit was generally addressed well. Where candidates showed weaker evidence it was usually due to a lack of application to the cultural tourist. There was also a lack of primary research such as asking people who had been to the destination in order to form views and opinions (AO2) and motivational theory (AO1).

Where candidates had difficulty it was because inappropriate destinations had been chosen and work was downloaded. These destinations gave candidates little scope to develop their understanding of cultural tourism. There was a need to consider diversity.

Again, few candidates had actually researched and evidenced specific cultural tours which might be available at their destination. This would equate to AO1, AO2 and AO3, as well as to motivational theory.

There was a need to source and reference work.

Unit G735

There were some submissions this series with a mixed response. When candidates did not succeed it was usually due to a lack of evidence in the management and planning of human resources with a lack of comparison/contrast. There was also a need to use information appropriately for understanding rather than simply repeating and downloading.

Candidates showed difficulty in understanding the requirements and components of a needs analysis, once again, this series.

Assessment objectives were generally well done in relation to the marks awarded.

G720 Unit 1 – Introducing travel and tourism

General comments

The pre-released case study materials were used very effectively by centres and their candidates. All documents in the case study were accessed appropriately by candidates and used well in their answers. It was considered that the Glastonbury Festival would be an area of interest to AS students and there were some excellent responses to the two levels of response questions which were directly related to the Festival. There were some candidates who referred to 'Summerset' and 'spenditure'; although the quality of written English is only assessed within the final question, it is expected that candidates can extract terms from the case study or the question paper accurately.

Questions which asked the candidates to 'identify' required the extraction of information from the case study. These were well answered, but those requiring further explanation were answered more weakly.

There was evidence that centres are preparing candidates fully for the extended questions. The lack of a concluding comment often restricted the candidates' marks. This is an examination technique which should be developed in centres.

Overall the examiners noted that the candidates seemed better prepared for this paper than in previous sessions and there was a marked decrease in the number of 'No Response' answers.

Comments on individual questions

1(a)

This part of the question was very well answered. The candidates understood the need to extract the names of attractions from the case study. Centres had obviously prepared candidates using the case study materials fully.

1(b)

On the other hand this part of the question was not well answered. The methods of transport needed were by land (road/rail), air or sea as listed in the 'structure of the travel and tourism industry' section of the specification. Candidates tended to identify specific forms of transport, such as bus, car and coach – this was repetition of the same method, i.e. by road and, hence, was only awarded one mark. The description was also frequently just an extract from the case study, such as 'bus connections to Mendip towns', rather than a description of the method of transport identified, such as 'a bus is a scheduled mass public transport service'.

1(c)

Candidates could easily identify two reasons as to why Mendip was ideal as a short break destination such as the wide range of attractions or accommodation. The explanation needed to be specific to short breaks. It was insufficient to merely state that there were a lot of attractions to see; the fact that they required a short amount of time to visit so many could be seen in the period of a short break was required.

1(d)

Candidates were very familiar with what a Tourist Information Centre (TIC) was and the products and services it provides. The focus of the question was about specific TICs located in Mendip attractions and the benefit which was brought to the specific attraction of having a TIC located within it. Many candidates wrote substantial answers about the benefits to the tourist of using a TIC and wrote nothing in their answer about the actual benefits to the attraction. Also, many responses focused on the benefit of TICs to the area, rather than to the attraction. Candidates should read each question carefully in order to ensure that their response is in line with the requirements of the question.

2(a)

This was a relatively straightforward question requiring the description of two travel and tourism terms taken from the case study materials. Each description could be awarded up to two marks. A vague response only achieved one mark, but a second mark could be awarded for a named example. National Nature Reserve (NNR) was generally well answered with candidates demonstrating understanding of the area being one in which flora and fauna are preserved. Although there were two NNRs identified in Document 1 of the case study, these were not often given as examples in this answer. The National Trust was understood by the majority of the candidates, although a substantial proportion thought that it was within the public sector. The example within the case study was Glastonbury Tor, which is cared for by the National Trust.

2(b)

This part of the question was well answered, with candidates correctly picking out natural attractions from the case study. There were some instances when candidates considered gardens such as the Chalice Well and Gardens as a natural attraction. Gardens are artificial and, hence, marks could not be awarded. Some candidates who correctly identified Glastonbury Tor as a natural attraction did not describe this accurately in order to access the second mark; pure extraction from the text for this example was not appropriate as 'topped by the tower of a ruined medieval church' is not a natural attraction, but the hill, i.e. the Tor, is.

2(c)

This part of the question was generally well answered. The statistics were easily accessed by the candidates who had obviously been prepared well for this question using the pre-released materials. It was pleasing to see that the vast majority of the candidates used the correct units (£ and 000s) in their answers and that the correct statistics were extracted in order to answer this part of the question. Quite a few candidates assumed that the off-site spend by traders on food and drink was stock purchasing – this would not be the case, except in exceptional circumstances. The vast majority of candidates correctly focused on the food and drink spending, correctly discussing this aspect. Some candidates added up the average spend by the different ticket holders across the table, stating that this is the total spend across all the ticket types, ignoring the fact that the number of trips varies enormously.

3(a)

Two travel and tourism terms needed to be fully explained in order to gain full credit on this part of the question. Seasonality was poorly answered, with many candidates giving a definition of peak/off-peak in relation to seasons. Fluctuations in demand over the course of a year was the definition required; reference to peak season, e.g. the summer in Mendip could be credited as an appropriate example for one mark. Secondary spend was not well answered. Many candidates considered this to be disposable income or even the multiplier effect, rather than the money spent by customers over and above the primary reason for their visit.

3(b)

Most candidates answered this part of the question well; the case study provided information about the support given to tourism businesses by Mendip Council. The evaluation aspect in answers was often limited.

3(c)

The style of this question should now be fully familiar to centres and candidates. This was a straightforward compare/contrast of two accommodation providers. This part of the question was very well answered, with good interpretation of the case study materials. Many candidates seemed to consider that No 3 Hotel was more suitable for 'old people' because of its products, facilities and services. It would be useful if candidates could use language more appropriate for travel and tourism – the grey market is acceptable, or the retired. Some candidates still compared or contrasted only which restricted them to Level 1 marks.

4(a)

This part of the question was well answered. The facilities for dog owners were clearly identified, but the description was often weak. Not many candidates seemed to understand that a 'dog loo' is a green way of breaking down dog waste, with the use of a bio activator.

4(b)

However, this part of the question was not well answered. Good answers did focus on the roles of English Heritage, rather than other public sector organisations; although it was possible to gain full marks by writing about one or a number of different public sector organisations.

Understanding of the sectors (public, private and voluntary) was a consistently weak aspect of this examination. Centres need to ensure that candidates fully understand the different sectors and can explain fully their roles. Answers should also be travel and tourism specific and not refer to job centres, council waste collections, etc.

4(c)

This part of the question was well answered. Candidates could easily identify and explain the methods by which Glastonbury Abbey and Farleigh Hungerford Castle provided for disabled visitors. It was pleasing to see that the range of disabilities had been considered, from mobility impairment to sight and hearing difficulties. To access the higher levels in the mark scheme an evaluation was necessary; there were many instances of candidates taking large sections from the case study without assessing the effectiveness of the facilities.

5

There were many lengthy and extended answers to this question; candidates used the case study and their own knowledge well. The importance of events in respect of their positive economic impact, positive publicity for the area and job creation was frequently discussed. Candidates who correctly used the term 'multiplier effect' often demonstrated their full understanding of the question and, hence, gained more marks.

As this was the Quality of Written Communication (QWC) question centres need to ensure that their candidates can write proper essay style answers in examination conditions. A Level 3 response needs to contain well structured sentences which directly answer the question and contain few errors in grammar, punctuation and spelling.

G723 Unit 4 – International travel

General comments

There was a medium-sized entry for this examination this series and it was again pleasing to see that most candidates were clearly attempting to apply the various pieces of advice which have been given to centres in previous reports. The stimulus material included within each question tended to be quite well used by the majority of candidates.

However, few candidates seem to appreciate the dynamic context of 'International Travel'. The substantial growth of tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to over 800 million in 2009, corresponding to an average annual growth rate of 6.6 per cent. In particular, according to the World Tourism Organisation, the majority of international tourist arrivals corresponded to trips for the purpose of leisure, recreation and holidays (54%), reaching a total of 367 million. Business travel accounted for some 19 per cent of the total. Another 24 per cent covered travel for other motives, such as visiting friends and relatives, for religious purposes/pilgrimages, for health treatment, etc while for the remaining three per cent the purpose of visit had not been specified.

Candidates should be aware how these trends have had an effect within their own country. For example, they should know about the range of products, services and facilities made available by providers such as the following:

- a large hotel within the local area;
- a local tourist information centre or office;
- a major transport terminal (such as an airport or port);
- a local travel agency;
- a local visitor attraction or destination venue;
- a local tour operator.

There were many instances of candidates failing to provide valid illustration of the points which they were attempting to make and this had an adverse effect on the amount of credit that could be awarded for particular answers. The following table, focussing upon the key command words used within the question paper, helps to illustrate the point.

Key Words	Meaning/expectation
Explain	Make the meaning of something clear by providing appropriate valid details.
Discuss (this also includes the ability to <i>analyse</i>)	Provide evidence or opinions about something and arriving at a balanced conclusion. The candidate is being asked to consider an issue and is thus expected to present arguments and evidence to support particular points of view and to come to a conclusion.
Evaluate/Assess (this also includes the ability to <i>analyse</i>)	To judge from available evidence and arrive at a reasoned conclusion. The candidate is expected to present a number of factors or issues and then weigh up their relative significance or importance.

Furthermore, although many candidates appeared to be making an effort to respond in an appropriate way to the higher order command verbs, several had difficulty in accessing the higher Mark Bands for questions which are assessed by means of 'levels of response' criteria. Centres should continue to encourage their candidates to consider the following approach when attempting these more open questions:

- has there been an explanation/analysis/comparison of more than one point?
- has there been an evaluation/judgement made with or without an overall conclusion being reached?
- is there an overall supporting judgement clearly indicating the most important or significant aspect?

Most candidates were able to attempt all four questions within the time available.

Comments on individual questions

1(a)

This part of the question was very well answered with most candidates achieving full marks for identifying more seating, more toilets, better flight information and more baggage carousels from the **Fig.1** stimulus material.

1(b)

There tended to be some confusion within this part of the question and many candidates failed to clearly explain three functions of the CAA. The answers were NOT all present in the stimulus material and very few answers made reference to consumer protection, the ATOL scheme, enforcing EU Regulations, airspace policy and overall safety.

1(c)

This trend was not really well explained and only a minority of candidates were able to comment about key factors driving the increase in VFR travel to and from the UK. Better answers identified the increase in migrant workers, the availability of low-cost flights and second home ownership as all having an important part to play. Weaker answers tended to be vague or to simply rely on the idea of cost saving at a time of recession.

1(d)

The main issue with this part of the question was the fact that many candidates did not know what a charter flight was and far too many of them selected British Airways as being an example. Inappropriate choices were given some credit, but too many candidates saw this question simply in terms of business class versus economy on a long haul scheduled carrier. Only a minority of candidates were able to address the main features of a 'premium' cabin. For example, Thomson offers a premium cabin upgrade so that passengers can get more space, comfort and attention. The 36" seat pitch gives more leg room than standard, and leather seats give greater comfort. Personal TV screens are bigger than in standard so they are more easily viewed and there are also more channel options to keep passengers entertained. A higher cabin crew ratio means that service is more attentive and passengers enjoy a better level of service.

2(a)

The **Fig. 2** stimulus material was not well interpreted and the majority of answers failed to correctly identify all four destinations. Tokyo and Houston were frequently identified but too many candidates were unaware that both Hong Kong and Tokyo are in Asia.

2(b)

This part of the question was frequently misinterpreted by candidates. The question asked for a consideration of the reasons why Heathrow is important for business travel to and from the UK and not for a review of features of the airport used by business travellers. Candidates were unaware that the airport has over 90 airlines serving some 180 destinations and that it accounts for 87% of all business traffic to/from the UK. Furthermore, Heathrow has recently increased business passenger numbers by some three million. Few answers made any attempt to quantify the airport's position within the UK for long haul international business travel and overall levels of performance were, therefore, quite limited.

2(c)

There was some confusion about safety and security for lone female travellers but many candidates validly considered CCTV, exterior lighting and in-room measures such as locks. On the other hand, some candidates clearly struggled to address the issue and appeared to have little appreciation of how accommodation providers might manage this aspect of their operation.

2(d)

Many candidates made an effort to address some of the key issues but too many answers tended to rely on just websites and on-line booking. There were far fewer comments about databases aiding direct marketing and finance systems helping to streamline payments, accounts and stock control. Such applications clearly increase efficiency in both front and back of house situations and allow organisations to become more competitive.

3(a)

Candidates used **Fig. 3** well and many answers scored full marks for identifying an example of each type of destination.

3(b)

Many candidates again scored full marks by identifying and explaining two valid ways in which the Soreda Aparthotel would appeal to the 'grey market'. Better answers gave emphasis to issues such as three weeks half board being good value for pensioners on a limited income, the 14 UK departure points meant that people would not have to travel too far from home, as well as the resort representative being available to provide help.

3(c)

Some candidates strayed away from the main focus of value for money. Essentially, the main points were to do with it being all-inclusive, the cost and the two free massages. These were the only valid responses as itemised in the **Fig. 3** stimulus material.

3(d)

There were some very good responses to this part of the question and most candidates were clearly aware of some ways in which local tourist boards can make information available to visitors within a destination. Better answers clearly explained the role of TICs, the use of websites and the placing of promotional materials. Weaker answers considered holiday representative welcome party sessions which were not a valid response.

3(e)

A large number of candidates missed the central point of this part of the question and there was a lack of focus as to what constitutes 'new and exotic' destinations and very limited details of the actual appeal of such locations to the UK leisure traveller. Without clear identification of particular destinations, subsequent comments to do with costs, accessibility, climate, environment, attractions and facilities could not be contextualised. Far too many answers were vague and progress into Level 2 and beyond was difficult to achieve for the majority of candidates.

4(a)

Fig. 4 was usually interpreted correctly and most candidates were able to identify single trip, annual multi-trip and long stay policies.

4(b)

Similarly, most candidates were able to correctly state three valid ancillary services such as car hire, foreign exchange, excursions and airport transfers.

4(c)

Full marks were frequently awarded as most candidates were able to state three holiday risks and offer a valid way of minimising each one. It was a shame that some candidates did not always clearly state what the particular risk was before offering their explanation.

4(d)

There were some quite thoughtful answers to this part of the question and it was pleasing to see candidates having such a good understanding of the roles of both travel agents and tour operators. The better answers clearly stated that agents were retailers selling products, whereas operators were producers creating packages for sale.

4(e)

This part of the question invited the candidates to consider some of the reasons why European city tourism is growing faster than any other aspect, according to the association which represents European cities and tourist boards. The city break boom started in 2000 and a variety of factors have encouraged this growth. Candidates did mention the role of low-cost airlines but gave little emphasis to the opening of new routes, thus causing the city break market to grow at unprecedented levels. Better answers pointed out that it was the ease of access by rail and air which allowed people to conveniently travel for weekends away and that many travellers were changing their leisure travel behaviour either due to costs or working time issues. There were plenty of comments made about the ease of Internet booking and last minute deals, but few answers attempted to come to a conclusion as to what was the main reason for the increase in popularity, thus limiting progression into Level 3.

G728 Unit 9 – Tourism development

General comments

The examined paper for unit 9, Tourism Development, followed the usual format for this paper and is based on stimulus material to promote answers on a range of topics covered by the 'What You Need To Learn' section of the specification. Question 1 will be set on a destination in the UK. Question 2 will be set on an overseas destination and question 3 will be based on a current affairs article, which could be in the UK or overseas. Centres should note that this examination provides candidates with a resource booklet and that candidates will be required to write their answers into the lined spaces provided. What was evident from this series is that candidates made use of the evidence in the case studies and were, therefore, able to analyse their answers much better. Most candidates were able to access the majority of questions; however, it was noticeable that in this series the last question, question 3(e) was not always attempted. This may have been a time issue or a misunderstanding of the question.

It is worth noting to centres that if they know that a candidate has extremely poor handwriting then arrangements should be made to ensure legibility issues are addressed. The standard of handwriting was extremely poor and if answers are illegible they cannot be fairly assessed. This was particularly evident in the extended answers.

Overall, question 1, based on Wales, was answered to a good standard. However, many candidates gave generic responses to questions 1(e) and 1(f), which could have applied to any tourist destination, UK or overseas and, as a result, they were not able to achieve the higher Mark Band. Question 2, based on the Dominican Republic, was generally well answered, particularly questions 2(a) and 2(b). Question 2(c)(i) caused problems with candidates either knowing the term 'leakage' or not.

There was also more evidence this series of candidates not reading the question carefully enough with irrelevant responses (e.g. questions 1(c), 2(b), 3(b) and 3d). Overall this was a straightforward paper; however a knowledge of commonly examined specification content such as leakage, triangular relationship and the sectors was lacking.

Comments on individual questions

WALES AND CONWAY CASTLE Case Study

1(a)

This part of the question was well answered. However, better use could have been made of the economic data in the case study. Too much time was spent on extended answers when only four marks were available. This is a common feature of the first question on this paper.

1(b)

Candidates generally were able to give a definition of 'sponsor', but many gave charity fundraising rather than business sponsorship.

1(c)

Candidates failed to give a benefit to the sponsor. Instead they gave the aims and objectives of the sectors. In particular the answer to a benefit to the public sector was by far the least well answered and a benefit to the voluntary sector the best answered.

1(d)

Many candidates were able to give two advantages to the tourist by making good use of the evidence in the case study.

1(e)

This part of the question required analysis of the evidence in the case study. For candidates who gave generic answers, Level 1 (four marks) was the highest which could be achieved. Candidates who gave an analysis of the golf course, WHS, and additional activities scored well.

1(f)

This was the quality of written communication question and candidates were able to use the case study on Wales or a UK destination of their choice. The UK was emboldened in the question so the candidates who wrote about an overseas destination were not awarded marks. This is unfortunate and centres should re-iterate the need for a careful reading and understanding of the question. Few candidates were able to **evaluate** the principles of sustainable tourism and gave far too many generic answers instead of looking for the evidence in the case study. Candidates should be aware of the fact that in order to evaluate at the higher Mark Band they must base their finding on the evidence given in the case studies or give actual examples when choosing a destination of their choice.

DOMINICAN REPUBLIC Case Study

2(a)

This part of the question was well answered. The majority of the candidates were able to give the correct identifications; however, beaches, flora and fauna and landscapes were not credited separately as they are too similar. There were plenty of other examples from which to choose.

2(b)

Many candidates gained maximum marks for this part of the question and gave some very good and varied responses such as investment opportunities leading to an increase in GDP.

2(c)(i)

Candidates either knew the term 'leakage' and gained two marks or created imaginative alternative responses.

2(c)(ii)

The most popular response to this part of the question was the role of the tour operator and all-inclusive holidays. Better answers included overseas workers working for development companies and sending money home to their own countries. This part of the question was generally well understood and well answered.

2(d)

There were far too many generic responses without reference to the case study and a lot of answers which related purely to noise and litter types of pollution rather than to the importance of preservation. The case study gave many examples such as panoramic view damage and the importance of eco and adventure holidays. Candidates failed to link their answers to the destination and wrote at length about negative environmental impacts.

2(e)

This was a 12 mark question which required candidates to evaluate the advantages and disadvantages to the host population. Many candidates answered this quite well but gave a list or described many advantages and disadvantages rather than evaluating fewer examples. Candidates often resorted to the negative and positive environmental impacts of tourism and thereby lost the focus of the question.

ABORIGINE CULTURE IN AUSTRALIA Case Study

3(a)

There were some excellent identifications by way of responses to this part of the question.

3(b)

The most common answer to this part of the question was 'understanding a new culture'. There were six marks available but the majority of candidates scored no more than three or four as they did not link learning a new skill, as identified in the case study, as a benefit. The candidates who gave the benefits to the host population scored zero marks and also did not achieve marks for the following part of the question which asked for benefits to the host.

3(c)

There was some good use of the preservation of the national identity and culture, and good references were also made to ancestors, sustaining crafts and income.

3(d)

The answers to this part of the question were generally related to the case study. No marks were given for 'it is too dangerous to go out'

3(e)

Many candidates failed to answer this part of the question which could have been due to timing issues. The triangular relationship, between host, tourist and the agents of tourism development, continues to challenge candidates. For those who described the work of the sectors, public, private and voluntary a maximum of four marks – Level 1 could be awarded.

G734 Unit 15 – Marketing in travel and tourism

General comments

Pre-release material was sent to centres with a case study based on Butlins, the popular holiday camp organisation. Details included information on new hotel ventures and upgrading systems, industry awards achieved, a press release and information on August late discounted deals.

A slight increase in the number of entries was received this summer. Questions tested the candidates' knowledge of marketing theories and their application to Butlins and to organisations of a similar nature. The stimulus material was very well used by most candidates and some excellent detail was extracted for each question, particularly regarding the newer facilities and services developed by the organisation. Questions were designed to be accessible to all candidates and level of response marking was applied for the longer 'essay' style questions. On occasions, it was apparent that the weaker candidates were unfamiliar with some of the key marketing terms – such as 'PR' and the Advertising Standards Authority.

The majority of candidates were able to attempt all of the questions in the time allowed for the paper and, on occasion, some candidates continued at length on attached sheets. Centres should attempt to assist candidates with the skills required in order to complete answers within the booklets.

It would help candidates if centres worked through the pre-release case study material thoroughly by applying marketing criteria to as many different scenarios as possible. Centres should ensure that their candidates are familiar with the many different marketing terms and have a good grounding in the basic marketing principles as outlined in the 'What You Need to Learn' section of the specification. It was pleasing to see that some centres had clearly worked through case study scenarios on different pricing strategies, the product life cycle and different forms of media communication.

Once again examination preparation seems key to the success for many candidates entering this examination. Centres should aim to provide candidates with definitions of the key command words. Weaker candidates struggle when asked to 'Evaluate', 'Discuss' or 'Assess'. Most of the higher mark questions are marked using a level of response criteria, and it is imperative that candidates are able to demonstrate the skills required. It is preferred that candidates provide some form of judgement or conclusion in order to access the higher level marks; however, it should be noted that marks are **not** awarded for irrelevant conclusions or very basic final statements.

Comments on individual questions

1(a)

This part of the question was generally well answered. Many candidates were able to gain the full three marks available. The most common responses included 'to provide the right products to the right customers'.

1(b)

There were some excellent responses to this part of the question. Many candidates were able to explain three primary research methods suitable for Butlins. Online questionnaires, focus groups and telephone surveys being the most popular.

1(c)

Once again there were many excellent responses to this part of the question. Many candidates were clearly familiar with the new products and promotions which Butlins was developing. Most candidates gained top marks on this part of the question.

1(d)

Once again this part of the question was generally well answered. However, on occasion, it was clear that weaker candidates were unfamiliar with the term 'market segmentation'. Some candidates failed to answer the question in relation to the advantages and disadvantages and simply wrote about the term itself. This unfortunately could not gain credit.

2(a)

This part of the question was generally well answered. There were many high order responses as candidates attempted to evaluate other pricing policies. However, there were also some very good explanations but these were not always evaluated. Weaker candidates wrote about different forms of discounting.

2(b)

This part of the question was well answered. The most common responses included the benefit of repeat customers and the opportunity to use these customers for feedback. The weaker candidate made the mistake of discussing the benefits to customers rather than to Butlins. Centres should ensure that candidates read questions carefully in order that they do not disadvantage themselves.

2(c)

This part of the question was generally well answered. Candidates were able to explain the benefits of having a strong brand. The weaker candidates were unable to 'assess'.

3(a)

Some excellent responses to this part of the question were received. Most candidates were very familiar with AIDA and could pick out the relevant items for 'Attention' and 'Interest'.

3(b)

This part of the question assessed the candidates' quality of written communication. Again, it was reasonably well answered. It was pleasing to see that the better candidates were able to consider different forms of advertising and promotional techniques. Some weaker candidates simply stated what Butlins did for weddings and conferences and not how it could achieve more bookings.

3(c)

Most candidates made an excellent attempt at this part of the question. Many were able to explain the reasons for Butlins using both online and postal brochures. Again, candidates need to be aware that the question asked for a 'Discussion' of such marketing communication. Centres should equip their candidates with knowledge of the different command words and their correct usage within an examination format.

4(a)

This part of the question was very well answered. Most candidates were able to give benefits of Butlins winning industry awards.

4(b)(i)

This part of the question was generally very well answered. Many candidates were familiar with the benefits of television advertising. However, the weaker candidates did not consider less favourable reasons for this type of advertising, apart from the cost implication.

4(b)(ii)

There was generally a mixed response to this part of the question. Clearly some centres had covered the legal issues surrounding travel and tourism marketing. However, it was apparent that many candidates guessed a response to this part of the question and, therefore, could not gain credit.

4(c)

Most candidates made a reasonable attempt at this part of the question. It was clear that weaker candidates were totally unfamiliar with the role of PR. This is a pity as the pre-release case study material did include a press release.

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