

Examiner's Report

January 2010

GCE

GCE Travel & Tourism (6990/01)

Unit 4 - Destination Britain

Edexcel is one of the leading examining and awarding bodies in the UK and throughout the world. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers.

Through a network of UK and overseas offices, Edexcel's centres receive the support they need to help them deliver their education and training programmes to learners.

For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our website at www.edexcel.com.

If you have any subject specific questions about the content of this Examiners' Report that require the help of a subject specialist, you may find our **Ask The Expert** email service helpful.

Ask The Expert can be accessed online at the following link:

<http://www.edexcel.com/Aboutus/contact-us/>

January 2010

Publications Code UA022622

All the material in this publication is copyright

© Edexcel Ltd 2010

6990: Destination Britain

This unit is now an established unit within this qualification as it is in its eighth series. There are reports for each series available on the Edexcel website.

The tasks for the unit are set within the specification. There are no requirements for how evidence of completing these tasks is presented. There are four tasks for the unit as shown on page 54 of the specification.

Each task targets one of the Assessment Objectives (AOs) for the qualification.

These AOs are given on page 166 of the specification and summarised as:

AO1 - knowledge, skills and understanding (task a)

AO2 - application of knowledge, skills and understanding (task b)

AO3 - research and analysis (task c)

AO4 - reasoned judgements and recommendations (task d)

Assessment Objectives (AOs) for the qualification.

These AOs are given on page 166 of the specification and summarised as:

AO1 - knowledge, skills and understanding (task a)

AO2 - application of knowledge, skills and understanding (task b)

AO3 - research and analysis (task c)

AO4 - reasoned judgements and recommendations (task d)

This report will comment on changes observed over previous series, provide a brief summary of key weaknesses in candidate portfolios and give more detailed feedback on the assessment evidence requirements, the accuracy of the marking and the administration.

Changes Observed

It was pleasing to see that evidence presented was more in line with evidence requirements with fewer candidates submitting inappropriate evidence. In task a) more candidates are focusing on a specific area and relating their organisations to their role in supporting tourism. More candidates are producing well structured itineraries with some detail for task b).

Key Weaknesses in Candidate Portfolios

Candidates might find this section useful when planning to produce their evidence for each task or when reviewing their final draft prior to submission.

Task A

This task targets AO1: knowledge and understanding. It is in two parts:

- A description of the roles of key travel and tourism organisations that support tourism to a selected area of the British Isles and
- An explanation of the interdependence and interrelationships of these organisations in supporting tourism to the selected area in the British Isles

Candidates would often specify an area e.g. the South East or London, but then only focus on one or two specific towns or places within that area. However, in the main, areas chosen for study continue to be appropriate and selected carefully. Candidates' descriptions of organisations remain general with their role within tourism unclear. Candidates tended to focus on national organisations and omit describing their role in supporting tourism to the local area. Interdependencies and interrelationships were often omitted and if included, evidence continues to be descriptive with no or limited explanation. Flow diagrams were used to show how the organisations were independent and interrelated but there was no depth in the accompanying explanation. There was limited reference to how tourists would be attracted to the specific area. Much of the evidence was still in Mark Band one but with more examples in Mark Band two.

Task B

This task assesses AO2: candidates' ability to apply their knowledge, skills and understanding. There are three parts to the task:

- Candidates must produce an itinerary including examples of different types of British destinations. These destinations should be selected to meet the needs of tourists as provided in a pen portrait.
- There should be a map locating the destinations selected for the itinerary and for these selected destinations, the features that give appeal should be described.
- There should finally be an explanation of how their selected destinations meet the needs of tourists as identified in the pen portraits.

Pen portraits were included in most samples. Candidates should only be given one pen portrait to deal with for assessment. This pen portrait should be for an incoming tourist who wants to experience a range of types of British destinations. Needs of the tourist(s) should be included in the pen portrait, either implicitly or explicitly. Itineraries often did not provide tourist(s) with the opportunity to visit different types of destinations. Some candidates only selected two or three destinations, and these were often from similar categories (mainly tourist towns and cities). The task requires candidates to select a range of types of destination, as outlined in the 'what you need to learn' section of the specification.

Itineraries often involved staying in one location and visiting attractions. Maps showing the location of destinations in the itinerary were either omitted, had

significant inaccuracies in location or were presented as a series of downloaded maps. This continues to be a weak part of this task. Features that give destinations selected for the itinerary appeal were often omitted or descriptions failed to demonstrate their appeal. Many candidates failed to describe the features that give their selected destination appeal. Some focused on giving a general description of their selected destinations rather than those features that give appeal. Where features were described, these were often limited to those presented in the itinerary rather than those that give the destination appeal. Descriptions were often basic with little detail. This is the part of the task where candidates apply their understanding of the features that can give a destination appeal and some candidates continue to demonstrate limited application of that understanding. However, there was some significant improvement from some centres for this part of the task. For higher mark bands candidates should describe the key features that give their selected destinations appeal. This may be more than those included in the itinerary as the destination may have features that don't meet the tourists' needs in the pen portrait but are significant in giving the destination appeal. For example, Buckingham Palace in London is a feature that gives that destination appeal but if the tourist is particularly interested in fashion and popular culture, it would not be part of their itinerary.

Explanations of the itinerary and how it met the needs of the tourists showed some improvement with clear links being made by some candidates between the destinations selected, their features and their appeal. Where this was not the case, the explanations remained as descriptive pieces of work or brief statements often as an afterthought. Maps appeared hurried and were often mere downloads. This should be discouraged. What is required is a clear outline map of the British Isles with the selected destinations clearly and accurately identified and the route of the itinerary clearly identified.

Marking of this task is becoming more accurate.

Task C

This task is about research and analysis - AO3.

- Candidates should research and analyse the scale of tourism to the British Isles in terms of visitor numbers, type of visitor, visitor spending and bed nights.
- Evidence of research is likely to be through a bibliography and referencing of sources.
- Evidence of obtaining sources independently could come from a research log, a candidate statement or observation record from an assessor. This should have sufficient detail to confirm the sources were obtained independently. A statement from the assessor simply stating that the candidate obtained sources independently is not acceptable. This statement tends to be the nature of evidence presented to indicate independent research.

Bibliographies lacked detail with only websites stated or titles of text books - usually one text book only. In some cases, the details of the text book referred to

was not accurate and had no details of author or publisher. Candidates should be aware that text books are no longer an appropriate source for this task as the data presented is no longer current and this should affect the marks awarded. Candidates should be encouraged to seek a wider range of sources for their analysis to ensure their conclusions are based on current data. Actual sources of statistics were often not given and in some samples statistics, were not labelled and no titles were given to indicate the type of statistics presented or the period of time covered. For some candidate their 'analysis' was taken from comments made in text books and not referenced. Candidates should be assessed on their analysis of data and statistics presented. Plagiarism should not be credited.

Referencing of sources remains a weakness. Each source, table, graph, website should be referenced each time it is used in the analysis. The analysis of the statistics to show the scale of tourism remains a description. This is a weakness of this task. Candidates continue not to compare data from different sources or comment on relationships between sets of data such as spending relating to bed nights or spending related to visitor numbers. Candidates also presented analysis as a set of assumptions about what might have caused trends. Whilst this is acceptable as analysis at mark band 2, it would be expected that for mark band 3 they were able to give some substantiation to their analysis and use information and data to support conclusions. This would then provide them with the potential to use a wide range of types of sources. Some centres used data which was current and relevant which was encouraging to see, rather than relying on data from an out of date text book.

Generally evidence here showed some analysis and these candidates are beginning to use a range of types of sources. Much of the evidence was capable of gaining marks from mark band 2.

Task D

This is the AO4 task requiring candidates to evaluate, draw reasoned conclusions and make justified recommendations.

- There should be an evaluation of the factors that have affected the popularity and appeal of a selected destination
- Recommendations of how this destination could develop its future popularity and appeal in order to receive more incoming visitors.

Candidates mainly selected appropriate destinations with Windsor, Brighton, Liverpool, Edinburgh and London being the most popular. Where candidates selected areas such as Kent or The Channel Islands for this task, they were limiting what they could evaluate and suggest as improvements because these areas are too big. Specific locations/towns should be chosen.

Candidates are still generally submitting evidence that is descriptive rather than evaluative. Features of their selected destination are often described. Most candidates made no reference to popularity and appeal in their evidence and made little or no evaluation of the factors. In some cases, particularly when Blackpool

was selected, candidates were referring to developments from the 19th century. This would not be appropriate. Candidates continue to fail to address the final part of the task where they should give recommendations for future development. Candidates continue to give details of existing plans for development which are not appropriate. Where recommendations were made they were simplistic suggestions, each recommendation being no more than one or two lines.

Marking for this task continues to be generous. High marks from mark band 1 or from higher mark bands are only appropriate where evidence is evaluative. It would be helpful to the moderation process if assessors could highlight key evidence where evaluations are made.

Administration

Centres generally followed administrative requirements. Required documentation was completed and submitted.

Moderators do find it useful where assessors annotate candidate work. Annotation should ideally focus on the Mark Band descriptors. Annotation is now a requirement of the JCQ.

In task a) annotation could be used to highlight clearly where candidates had explained, rather than described, the interdependencies and interrelationships of organisations in their selected area that support tourism.

In task b) annotation could be used to highlight where the candidate had explained how the destinations met the needs of the tourist, where features are clearly differentiated between those that give appeal and those that exist.

In task c) annotation could highlight where there is evidence of analysis. If these were against the relevant statements, the moderator need only look at these aspects to be able to draw a conclusion regarding the accuracy of the marking. Annotation could also highlight where the candidate had referenced sources.

For task d) the assessor could highlight where the candidate had made an evaluation and where recommendations were justified

General Comments

Edexcel does not require candidates to submit their portfolios in a file. It is sufficient for candidates to provide all work tied with a treasury tag, providing it can be easily identified. In addition to the Candidate Authentication, there should ideally be a front cover stating name of candidate, centre and candidate number. Evidence for each task would be clearly separated, ideally by a task feedback sheet.

Only evidence used to determine the mark awarded need be submitted in a portfolio. That evidence should be for tasks a), b), c) and d). Class notes and activities should not be sent in their portfolios.

Support Materials

Only evidence used to determine the mark awarded need be submitted in a portfolio. That evidence should be for tasks a), b), c) and d). Class notes and activities should not be sent in their portfolios.

Sample documentation, candidate exemplar work with moderator comments and pen portraits are available on the Edexcel website www.edexcel.org.uk as well as Principal Moderator reports from previous series.

Please note that Onscreen Support for Centre Assessors (OSCA) is available through Edexcel Online. OSCA is an Edexcel system which allows centres to develop understanding, receive feedback and demonstrate an ability to assess accurately. Successful participation in OSCA activities enables Programme Leaders/Department Heads to become accredited. More information on OSCA can be found at <http://www.edexcel.org.uk/sfc/feschools/news/online-support-for-centre-assessors-osca.htm>

**GCE Travel & Tourism Grade Boundaries
Series - January 2010**

Unit 1: The Travel and Tourism Industry (6987)

Grade	A	B	C	D	E
Raw boundary mark	62	55	48	41	35
Uniform boundary mark	80	70	60	50	40

Unit 2: The Travel and Tourism Customer (6988)

Grade	A	B	C	D	E
Raw boundary mark	46	40	34	29	24
Uniform boundary mark	80	70	60	50	40

Unit 3: Destination Europe (6989)

Grade	A	B	C	D	E
Raw boundary mark	46	40	34	29	24
Uniform boundary mark	80	70	60	50	40

Unit 4: Destination Britain (6990)

Grade	A	B	C	D	E
Raw boundary mark	45	39	33	28	23
Uniform boundary mark	80	70	60	50	40

Unit 5: Travelling Safely (6991)

Grade	A	B	C	D	E
Raw boundary mark	62	54	47	40	33
Uniform boundary mark	80	70	60	50	40

Unit 6: Resort Operation (6992)

Grade	A	B	C	D	E
Raw boundary mark	46	40	35	30	25
Uniform boundary mark	80	70	60	50	40

Unit 7: Responsible Tourism (6993)

Grade	A	B	C	D	E
Raw boundary mark	63	56	49	42	35
Uniform boundary mark	80	70	60	50	40

Unit 8: Current Issues in Travel and Tourism (6994)

Grade	A	B	C	D	E
Raw boundary mark	48	42	36	30	24
Uniform boundary mark	80	70	60	50	40

Unit 9: Working in Travel and Tourism (6995)

Grade	A	B	C	D	E
Raw boundary mark	48	42	36	30	25
Uniform boundary mark	80	70	60	50	40

Unit 10: Promotion and Sales in Travel and Tourism (6996)

Grade	A	B	C	D	E
Raw boundary mark	63	55	47	40	33
Uniform boundary mark	80	70	60	50	40

Unit 11: Special Interest Holidays (6997)

Grade	A	B	C	D	E
Raw boundary mark	48	42	36	30	24
Uniform boundary mark	80	70	60	50	40

Unit 12: Travel Organisations (6998 01)

Grade	A	B	C	D	E
Raw boundary mark	46	40	34	29	24
Uniform boundary mark	80	70	60	50	40

Notes

Maximum Mark (Raw): the mark corresponding to the sum total of the marks shown on the mark scheme.

Boundary Mark: the minimum mark required by a candidate to qualify for a given grade.

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467
Fax 01623 450481

Email publications@linneydirect.com

Publication Code UA022622 January 2010

For more information on Edexcel qualifications, please visit www.edexcel.com/quals

Edexcel Limited. Registered in England and Wales no.4496750
Registered Office: One90 High Holborn, London, WC1V 7BH