

# Principal Examiner Feedback

Summer 2012

GCE Travel & Tourism (6987)  
Paper 01

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## Principal Examiner's Report

### 6987 The Travel and Tourism Industry June 2012

The questions in this paper were set to assess candidates' learning of the content of the specification, and devised to meet the assessment objectives as given in the specification. Summarised below are the weightings applied to this unit.

#### Summary of AO Weightings and Question Requirements

	Summary of AO	Weighting	Question Requirements
AO1	Knowledge and Understanding	25-35%	Describe, Explain, Compare
AO2	Application of Knowledge and Understanding	25-35%	Explain, Suggest
AO3	Research and Analysis	20-25%	Examples you have researched, Analyse, Explain why, Comment on
AO4	Evaluation, reasoned conclusions, justified recommendations	20-25%	Evaluate, Suggest, Assess, Explain, Analyse, Justify.

As with all previous papers, there were 90 marks available. Candidates were allowed calculators, and although not vital in this paper, are encouraged to always have one for this examination.

Candidates lost marks on this paper by not reading the question correctly. For example on question 1d) "how *airlines* responded" – Some incorrectly answered from the point of view of the customer. And in 2c) "travel agent" was also missed, and answered as "holiday".

Some candidates continued their answers on additional sheets. Although this is permissible, when excessive additional sheets are used the candidate may be unable to complete the whole paper in the time allowed, and this sometimes led to weaker or non-existent answers for

later questions in the paper. Others missed 4e) which was on the last page.

Also, when additional sheets are used it is recommended practice for candidates to write; "continued on additional sheet" at the end of the appropriate section of the answer booklet. Many did not do this.

The Quality of Written Communication (QWC) has been assessed in this Travel and Tourism GCE paper.

Candidates were assessed on their ability to:

- Ensure that text is legible and that spelling, grammar and punctuation are accurate so that meaning is clear
- Select and use a form of writing appropriate to the purpose and to complex subject matter
- Organise information clearly and coherently, using specialist vocabulary where appropriate.

Questions 2d) and 4d), marked with an \*, were the questions where this was taken into account on this paper.

This report will comment on each question in the paper. It will comment on the overall performance of the question, key strengths and weaknesses in responses and in some cases will give examples of good answers.

### Question 1a)

VFR is a very common term in travel and tourism, and it means 'Visiting Friends and Relations/Relatives'. Some candidates interpreted this as 'visiting friends and family' or 'visiting family and relations' (same thing).

Most candidates were able to give an example, which may have been either domestic or outbound. Another acceptable response included the fact that you would stay with your relative/friend at their house rather than in a hotel.

#### Tip

To ensure two marks for the example, candidates should ensure that they do not simply repeat the word relative, for example

A couple going from Manchester to London 'to visit their relatives', would be better as 'to visit their grandparents'

1 There are many different types of tourism.

One type of tourism is VFR.

(a) (i) State what is meant by VFR.

(1) 1 Q01ai

.....visiting friends and relatives.....

(ii) Describe an example of VFR.

(2) 2 Q01aii

.....If Kathy from Hertford went to go visit her mother  
.....in Scotland and stayed at her house.....

### Question 1b)

Adventure tourism was incorrectly interpreted by some candidates as 'sports or activities', and by others as 'exploration'. Sport could be something quite sedate such as bowls or golf, or something energetic like tennis or badminton. None of these would be classed as an adventure holiday.

The words 'risk' 'challenge' or 'excitement' need to be included in the definition to achieve a mark. Similarly with the example, to achieve both

marks there needs to be a suitable activity and an appropriate destination identified.

### Tip

Give both an activity and a suitable destination when there are two marks available in questions asking for examples like this.

Another type of tourism is 'adventure tourism'.

(b) (i) Define the term 'adventure tourism'.

(1) 1 Q01bi

When people travel for the purpose of challenge, exploration, skill development and thrill.

(ii) Describe an example of 'adventure tourism'.

(2) 2 Q01bii

Adventure tourism occurs when people travel to famous mountains such as Mount Everest to climb it. Also when people go on skiing holidays in the Alps for example.

### Question 1c)

This question was looking for candidates to identify external pressures from the article about easyJet. These may have been specific pressures, e.g. rising cost of oil, or generic pressures of which there are examples in the article, e.g. Economic climate.

Candidates should be very careful to identify the examples in full, for example 'weather' or 'strikes' is not a full enough answer to be awarded marks; they must say 'severe weather' (as 'weather' could just mean sunny which would not cause flights to be cancelled), and 'Air Traffic control strikes' as these are specific to the airline's operations.

### Tip

Read the question carefully, and make sure to quote the example in full.

### Question 1d)

Some candidates still believe that 'economic climate' refers to weather conditions. Others incorrectly referred to the ash cloud and its impacts on airlines.

However, there was some knowledge shown about recent responses, such as airlines cutting staff, cutting routes and increasing additional charges such as for hold baggage to increase their income. Cutting prices and deals and discounts is only a viable response if the measure is linked with filling up planes or selling more seats to popular destinations to increase income.

### Tip

The question asked how **airlines** responded – keep this in mind when answering, as some candidates answered this from the point of view of the customer which was incorrect.

(d) Explain other ways that airlines have responded to the poor economic climate of recent years.

(6) 4 Q01d

Airlines have become more orientated around Budget airlines and these have become much more popular over the recent years. Airlines such as Ryan Air and Easy jet offer the customer cheap flights to mainly European destinations. As the flights offered are cheap people will pay as they still want to go on holidays although this will change the destinations which they are able to visit. Secondly Budget airlines also charge per on the day for anything other than the flight. Food and drink purchased on board must be paid for and is usually expensive (and they charge people to use credit cards to pay.) These airlines have also introduced self-checkin through the use of computers so they have to employ less staff therefore they don't have to pay out as much. They charge people to check in once at the airport which is just another way of generating income.

### Question 1e) i)

Some candidates had excellent knowledge of perishability and were able to apply this to airlines very well. However there is still a misconception that it is related to people missing their flight or their holiday, which is incorrect. This led to them also getting the second part of this question wrong. A good definition is "perishable means that the product has a shelf

life – in the case of airlines this means that once the plane has departed, the seat cannot be sold as it has gone”

### Question 1e) ii)

Candidates who understood the term perishability answered the second part of this very well. Ideas given included ‘last minute sales’ and ‘advertising’, and some quoted websites like lastminute.com as good places to do this. The explanation as to why they would do this was not as well developed.

There were some incorrect answers which included replacing or cleaning the seats regularly.

### Tip

Try to relate perishability to the organisation given in the question.

(ii) Explain how the airline industry overcomes the perishable nature of its seats on flights. (3) 3 Q01e

Airlines advertise on sites such as Eastminute.com with promote late flights at a cheaper price. This allows unsold seats to be put in the eye of the customer. Airlines may also put passengers flying to the same destination on one plane if two aircrafts are not full. This saves money on fuel & benefits the climate by less air pollution. (Total for Question 1 = 20 marks) **11**

### Questions 2a) and 2b)

There was much confusion as to who has merged with whom and who owns who in the travel industry. There was also lack of knowledge of the difference between integration and interdependence, hence lots of “working with” answers, which were incorrect.

**Horizontal integration** is characterised by two organisations merging or one being taken over by another in the **same sector** – i.e. two travel agents merging, or two airlines merging. A good example of this is BA merging with Iberia to form IAG.



- 2 (a) The merger of the Thomas Cook and Co-operative Travel agencies is an example of horizontal integration.

Describe **one** other example of horizontal integration in the travel and tourism industry. You should name the organisations involved.

(2) 2 Q02a

Another example ~~of~~ of horizontal integration is ~~the~~ Air France and KLM in the airline sector.

- (b) Thomas Cook is also a 'vertically integrated' company.

Explain what is meant by the term 'vertical integration'. You should use an example to support your answer.

(3) 3 Q02b

Vertically ~~inter~~ integration is a company on the chain of ~~extra~~ distribution taking over a different area of its particular industry, in this case Thomas Cook is a tour operator and a travel agent all in one, so they provide their own airline, travel agents, accommodation, attractions.

**Vertical integration** is characterised by two organisations at from **different sectors** and different levels of the chain merging. When there are three marks available, they need to clearly state the sectors involved in the merger, and name both the organisations for full marks.

The mergers of the Big 4 into the Big 2 should be correctly quoted i.e Thomas Cook merged with Airtours/Mytravel and Thomson/Tui merged with First Choice.

The Thomson takeover of Lunn Poly Travel agents was now many years ago.

### Question 2c)

The case study given was a good lead to this question, which asked for a definition of an independent travel agent. A large number of candidates identified with the word independent, and described an independent holiday. There was also some guessing e.g. "they do not depend on other organisations" which is incorrect as they obviously do! However, other

candidates were very aware that they are small, locally based, owner-run/managed and some gave good examples from their local area (though these were not asked for).

### Tip

*Make sure you fully read the question in this case 'travel agent' not 'holiday'. Use the leads given in the paper, in this case the information about Got2Travel given in the stem to 2d).*

**Read the following information before answering Question 2(c).**

#### The Global Travel Group

When you join the Global Travel Group you become a member of one of the largest groups of independent travel agents in the UK.

#### Benefits

- Group ATOL licence, which protects your customers' holidays whether booking traditional package holidays or tailor-made packages.
- Customer Protection Guarantee, similar to ABTA membership, which protects your customers' money in case of the financial failure of an agent or operator.
- Top quality equipment, including computer hardware and software, and support package.
- Commercial agreements, including discounts and extra commission, with a wide range of tour operators, airlines, accommodation providers, insurance providers, car hire and airport services.
- Training and support for your staff, including reduced price personal travel and educational visits.
- Marketing support, eg advertising, window displays, cards, posters.

The cost to join is £19,995 for each independent travel agency.

(Source: adapted from [www.globaltravelgroup.com](http://www.globaltravelgroup.com))

The Global Travel Group is a group of 'independent' travel agencies.

(c) Describe what is meant by an 'independent' travel agent.

(2) 2 00  
Independent travel agents are small agencies usually family or group run with only a one or a few branches one example of this would be 'Davis Travel'; one small agency family run in Gosport.

### Question 2d)

Most candidates were able to give some analysis of the benefits of joining the franchise. There were very few negatives mentioned. The answers

needed to focus on competing with larger agents to achieve higher marks. Many candidates simply looked at the benefits and said how Got2Travel would use them, without specifically referring to the competition part at all. This would limit the marks available to them.

However, many candidates did show a good knowledge of the financial pressures on smaller travel agents, and the marketing practices of the multiples.

### Tip

*Although this question asked for an analysis of the benefits, it is also permissible to look at any negatives which may result as being part of a franchise in this case.*

### Question 2e)

Motivating factors are quite well understood, especially when linked to advertising. Marks could be gained for either fully theoretical definitions or definitions with an example. Facilities in destinations should really be avoided as examples though – because they have to be advertised or marketed to motivate customers and it is this advert that will motivate not the facility itself.

### Tip

*Do not repeat the word 'motivate' in your answer, for example – 'they are what motivate you to travel' would not gain a mark.*

(e) Define the term 'motivating factors':

This is a factor, can be intrinsic or extrinsic, that helps encourage you to go on holiday somewhere. For example, seeing a French cooking show may motivate you to visit France and enjoy its good culture.

### Question 2f)

Candidates engaged well with this brochure information, unsurprisingly the Ibiza holiday was easier for them to answer. There were some high marks for this question. Candidates were able to link the information in

the brochure extracts to what would motivate a customer to take this holiday. Others did it from a 'marketing' point of view rather than a content point of view, e.g. picture, font, bold etc... however, if this was well linked, they would score marks here.

### **Tips**

*Don't just look at this from a marketing point of view.*

*Don't focus on only one customer type, as this will not get top marks.*

### **Question 3a)**

Most surprisingly there were a large number of candidates who were unable to name a ferry operator. A lot did quote cruise operators, such as Cunard and Princess or tour operators such as Thomson/Tui. The most popular correct answer was Stena Line. Candidates were also able to name more regional based ferry operators, such as Wightlink, Norfolk Line or Irish Ferries.

### **Tip**

*You need to know the name of some examples of organisations in all the different sectors of the travel and tourism industry, tour operators, airlines, other transport operators, travel agencies, different types of attraction, accommodation providers and the support service areas.*

### **Question 3b)**

Correctly answered by the vast majority of candidates.

### **Question 3c)**

This question was looking for candidates to explain why the facilities offered by the new ship would meet customer needs, expectations and fashions. It is not enough to just state '...is good as this is what people expect/need'. An answer like this needs to be expanded to say what these needs are, and why they are met.

Many candidates responded to this quite well with free Wi-Fi and the needs of the business traveller. Answers on high street coffee shops, and designer shops were less well answered – Responses should not include 'so people can get a drink' or 'buy presents for their friends', but should

rather have linked with the current trends for these in all land based shopping centres and high streets.

### Tip

Command word is 'explain' so make sure to say **why**.

(c) Explain how the features of the new ship meet 21st century customer needs, expectations and fashions.

(4) 3 Q03c

The needs and expectations of customers have changed a lot over the years. Customers expect things to be high tech and more upmarket. Therefore the Seatback entertainment and shop selling designer goods meets those needs and expectations. A lot of people have the latest technology so when they are on holiday or a cruise they expect to have access to this; so free Wi-Fi meets the needs of customers well.

### Question 3d)

There was good scope to gain high marks in this question. However, candidates forgot to use examples of transport organisations, thus limiting their marks. Others gave very vague statements such as 'improved security' which were not specific enough; they needed to give examples such as 'full body scanners' or 'CCTV'. Similarly in speed and convenience, simply saying 'faster trains' is not enough; they need to refer to examples such as TGV, Pendolino or give examples of shortened journey times. There was better knowledge shown on online check in as operated by low cost airlines like Ryanair and Easyjet. Improvements in customer service were covered by the facilities offered on new aircraft like the A380 operated by Emirates.

### Tip

Question says *examples* – so you should include more than one.

### **Question 3e) i)**

Most candidates were able to identify at least three potential impacts of the high speed rail link, the most popular being noise pollution, visual pollution and destruction of land/farms/animals being disturbed. Less realistic impacts could be 'litter thrown from train' (generally windows do not open on fast trains) or 'hens stopping laying because of the noise'.

### **Tip**

*Be realistic and apply the impact to the case study in the question, in this case, the high speed train.*

*Don't just put 'pollution' on its own as an answer, identify what type of pollution it is – i.e. air, noise, litter, water etc....*

### Question 3e) ii)

This question was very poorly answered by many students. Quite a lot repeated the impact as a suggestion, and gave their suggestion in the justification, and others gave a suggestion then repeated the impact in their justification. Others gave the same suggestion or same justification twice, thus enabling them to only gain half the possible marks.

Better responses included 'paying for double glazing for houses near the line' or 'using environmentally non-polluting fuels'.

### Tip

*Make sure your suggestions are realistic –e.g. 'moving farms' would NOT be, but 're-routing parts of the line underground in tunnels' may be.*

(e) Tourism has positive and negative impacts on host environments.

Several new high speed rail links have been proposed in the UK. One of these is between London and Birmingham. This will reduce the journey time to only one hour and will be excellent for business people. However, some of the route will go through farms, towns and villages.

There is a lot of opposition to this plan, as local people think it will have a negative impact on the environment.

(i) Describe the possible negative impacts that a new high speed rail link may have on the environment.

(6) 5 Q03ei

Biodiversity of the wildlife may be disturbed in the farms, meaning animals may become endangered in the particular area.

There may be noise pollution which might disturb people, especially as they may travel through the night.

People may be put off from going to the villages because they may no longer have the quiet, tranquil and relaxed feeling that lots of villages now do. This may ~~bring~~ make house prices go down and cause the businesses to do less well.

People may have enjoyed walking on the farmland, which might now not be possible. The views that they may have seen may now be spoilt.

### Question 4a) i)

This question was correctly calculated by the majority of candidates.

### Question 4a) ii)

This question was incorrectly calculated by the majority of candidates. 2.6 million added to 250,000 is best done as  $2,600,000 + 250,000 = 2,850,000$ .

### Question 4b)

Section 4 of the unit 1 syllabus expects students to understand and interpret tourism statistics. A very common statistic quoted is employment is on jobs i.e. in this case direct and indirect jobs. Many candidates did not see the word 'job' in the question, and quoted a place of employment e.g. hotel. Others did not know the difference between direct and indirect.

- i) Of the candidates who identified a direct job, the most popular were travel agent, airline pilot or resort rep.
- ii) Candidates were much less specific with their choice of an indirect job. Incorrect suggestions included farmer, shop worker or bar staff. However, these would have been correct if more detail given, so farmer supplying food to a hotel, or souvenir shop worker or hotel bar staff would have gained marks.

(b) (i) Identify an example of a job **directly** supported by tourism.

(1) 1 Q04bi

Someone who works at the check-in desk for an airline

(ii) Identify an example of a job **indirectly** supported by tourism.

(1) 1 Q04bii

A farmer who supplies food to the local hotel

### Question 4c)

Many candidates scored well on this question, There were two ways of answering this, either by focusing on what their chosen country has/does not have *or* by contrasting their chosen country with England. There were some very interesting explanations, such as 'Scotland is nearer the North Pole so it snows a lot and it's colder', and 'Wales has no attractions, just Gavin and Stacey!' Most did focus on more attractions, better



accessibility, size of the country, and different levels of marketing, which will have gained them maximum marks.

**Tip**

*Use what you know to answer a question like this – for example if you live in Northern Ireland or Wales, you can answer it using this knowledge, whereas those with less knowledge of these countries can focus their answers on England.*

(c) Choose one of the following countries: Scotland, Wales or Northern Ireland.

Chosen country

Scotland

Explain why your chosen country has a much smaller tourism contribution to the UK economy than England.

(4) 4 Q04c

England has much better weather annually than Scotland which could be a reason for more tourists. Also tourists are interested in visiting London which ~~is not~~ <sup>is in England.</sup> The most popular airport is situated in England too: Heathrow. England is also a lot bigger than Scotland is so has more of an advantage of gaining more income.

**Question 4d)**

There was a focus on 'more jobs' and 'more money'. There was little reference to the vast cost of how much the Olympic Games have cost the UK to put on. There was also less reference to the rest of the country – e.g. football matches which are taking place at venues all over England, and incoming tourists taking holidays in other parts of the UK. This question was one of those testing quality of written communication, including spelling, punctuation and grammar. This is still weak in many candidates and candidates are encouraged to structure their answers to take into consideration the marks available and the command word – so if this is evaluate, look at some negatives as well as positives.

**Tip**

*Re-read answers to check spellings, especially of words given in the question or case study which were also often incorrectly spelled.*

### Question 4e)

There were very many correct answers, with the most popular examples given being the London Eye, The Shard, and a variety of statues and towers throughout the UK were also correctly described. However, very many candidates did miss the word **recently** in the question and gave examples such as the Eiffel Tower, Blackpool Tower and even Stonehenge. Others did not see the command word 'describe' and went on to explain how their chosen example would attract tourists.

### Tip

*If you have time, look over the paper when you have completed all the questions – then you may spot words you did not see first time – e.g. 'recently' in this question.*

*Important words are often in bold in the questions.*



(Source: Artist's impression of the ArcelorMittal Orbit, designed by Anish Kapoor and Cecil Balmond, Arup)

A legacy of the 2012 Olympic Games will be this 114 metre tall structure, which developers believe will be a visitor attraction for many years. It is hoped that it will attract up to one million visitors a year. It will have an art gallery and a café on a platform 80 metres high.

(e) Using your research or examples you have studied in class, describe an example of any other **recently** built statue/sculpture/tower or iconic\* building that attracts tourists.

\*iconic = famous or well known

The Titanic Quarter in Belfast, <sup>(3)</sup> 3 Q04e  
opened in 2012 to celebrate the 100<sup>th</sup>  
anniversary of the ship. It includes a  
replica of the staircase that was in  
the ship, and ~~images~~ a gallery of the  
images taken of the ship.

## **General Hints and Tips**

Make sure to have a calculator – it may be needed for the statistics question

Obey the command word

- Don't explain if you are asked to describe – describe means give more detail

- Explain means 'say why or how'

- If asked to evaluate or assess don't forget the negatives as well as the positives

When an example is asked for make sure to give as much detail as possible – holiday type, customer type, location etc...

Use the information given to you to help you – it is there for a reason – either for you to extract examples from or to stimulate your thinking about a subject or a problem.

Highlight and underline key points on the exam paper to help with clarity in your answers

Make sure to relate your answer to the sector, organisation type or customer type in the question, don't just make generic statements.

If you use extra sheets, please indicate on the paper where these are used.

Manage your time well – there are 90 marks, and 90 minutes, so this means approximately 1 mark per minute!

Re-read your answers if you have time left – and add to answers or correct spelling/grammar.

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