

Examiners' Report/
Principal Examiner Feedback

January 2013

GCE Travel and Tourism (6987)
Paper 01 Travel & Tourism Industry

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General Remarks

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 Q3(c) some missed the words 'visitor attractions' and answered the question about technology and the industry in general. Also on Q4(b) 'other than the jet aircraft' and gave examples of other planes such as Airbus A380.

Some candidates continued their answer 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.

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.

Candidates should also try to ensure that their writing is legible to the examiner as illegible writing may cause marks to be lost.

Quality of Written Communication

The Quality of Written Communication (QWC) has been assessed in this Travel and Tourism GCE paper, specifically on Q3(c) and Q4(d).

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.

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.

Q1(a)(i) and Q1(a)(ii)

This question asked for a definition and an example of incoming tourism. There were many good definitions, and specifically the words 'arrive' or 'come into' were used to indicate incoming or inbound tourism. When giving examples they were not always clear, for example "a French person going to the UK" could be classed as outgoing. This would be better stated as "a French tourist arriving into the UK"

1 (a) (i) Define the term 'incoming tourism'.

(1)

incoming tourism is when a tourist arrives in
a country from the country they live or work in

Q1(b)

A well answered question, candidates had clearly used the information on the pie chart to articulate the reasons why over 71% arrive by air. Some were also able to contrast this with the other alternatives of tunnel and sea. The abundance of no frills airlines, cost and time were the main reasons given for the dominance of air travel. The very best responses also indicated the amount of airports in the UK, so accessibility to all areas would be a factor.

(b) Explain why most incoming tourists choose to travel to the UK by air.

(4)

Tourists choose to travel to the UK by air because for most tourists it's probably the quickest and easiest way to get to the UK. Also with the increase of many budget airlines it may be the cheapest way to travel to the UK. Also in the UK there are many airports distributed across the whole of the country so they can fly directly where they want to be whereas the tunnel is only connected with the south and ferry ports only at some coastal areas.

Q1(c)(i)

Some candidates were unsure as to what is meant by a trend, so just lifted statistics from the table and quoted them. Others gave incorrect trends, such as "average nights stayed went down over the 10 years" – which is not true as they actually increased from 2000 to 2006. A trend needs to have 'from and to', so just saying 'visits increased' would not be enough. This would be better as "From 2000 to 2010 the overall number of visits

increased". Many candidates also described the trend in detail, when the question actually only asked them to identify it.

An example of a simple answer that would gain all three marks is shown below.

(c) (i) Identify **three** trends shown in the statistics in Table 1. (3)

- 1 ~~From~~ From 2000 to 2010, the number of visits to the UK in millions increased.
- 2 From 2000 to 2010, the average nights stayed per visit decreased.
- 3 From 2000 to 2010, the spending in billions increased.

Q1(c)(ii)

Some candidates simply repeated the statistics and would not be awarded any additional marks for this as the question asked for reasons. Some candidates gave vague generic answers about disposable income which was not related to either the statistics or incoming tourists.

However, many candidates were aware of reasons that affect trends such as recession, economic climate and terrorist attacks such as London bombings and 9/11. Better ones were able to link these events to increases and decreases in the figures.

Q1(d)(i)

This question was quite well answered by candidates who related the statistics to the tours offered by Piccadilly and had seen the word planning in the question. Some started to describe new products/services they should offer.

Popular responses included linking spend per trip to the price of the tours, nights stayed to the length of the tour and total volume of tourists to the number of tours they offered. Other statistics were also used in explanation, such as 'to see which cities are the most popular to ensure that they include them on their itinerary'.

(d) (i) Explain how Piccadilly Tours could use information on incoming tourism trends when planning its future touring holidays.

(4)

They could start including flights in their deals because that's how more than 70% of the incoming tourists will be travelling here anyway. They could possibly try and lower their price a bit as it's much higher than the average spend per visit and they should keep the holiday as one week as that's the average stay per visit for incoming tourists.

Q1(d)(ii)

There were many suggestions for products and services given by candidates in this question. Some of these were very appropriate developments for Piccadilly, such as changing the type of destination to appeal to younger tourists, such as beach resorts in summer and theme park excursions. Other products included translation services, upgraded coach facilities and different star rated accommodation.

Some candidates lost marks by focusing on marketing activities rather than products and services. Marks were awarded for description, but some candidates spent time explaining the reasons for their suggestions which did not earn them additional marks.

(ii) Describe products/services that Piccadilly Tours could introduce or further develop to make its holidays more appealing to the incoming tourism market.

(8)

To attract more customers Piccadilly Tours could offer different length holidays so people who only want a short stay or perhaps a longer holiday have this option to choose from. Another service they could provide is different tours for example people may want to visit Wales or other cities such as Liverpool, Manchester or York instead of 4 days in Scotland so providing different routes could attract more potential customers. At the moment Piccadilly tours only offers visitors to stay in 3 and 4 star hotels so they could offer people to stay in 5 star hotels for a higher price for people with a higher disposable income or who want

more luxury. They could also offer the full package with the price ^{of flights} included so that customers who like to budget can see exactly

(Total for Question 1 = 26 marks)

how much they're going to spend. Finally ~~at~~ the tour operator only takes visitors to historical attractions and cities so they could offer more types of holidays such as 'a day at the theme park' or a day canoeing in the Lake district.

Q2(a)

The vast majority of candidates were able to identify domestic tourism.

Q2(b)(i) and Q2(b)(ii)

Candidates are very knowledgeable about positive and negative impacts. However, they are less good at being able to apply the appropriate impact to the situation in the case study, in this case a Travelodge being built in a rural area. 'Increase in number of tourists' on its own is not an impact. It is what they do when they are there or what effect they have on the host environment.

- i) More jobs/more income were common responses to this part of the question, for more marks candidates need to say 'jobs in the Travelodge as cleaners, receptionists' etc... or 'income for local shops selling souvenirs'.
- ii) There were very many unrealistic impacts given for this part of the question. Given the scale of the development, it is unlikely that there would be large amounts of noise pollution, congestion, footpath erosion or animal extinction. Marks were limited to two for candidates who simply listed all the negative impacts they knew. More realistic impacts could be the visual impact of the building, the loss of revenue for local B&B etc.

(i) Positive impacts

(4)

It could increase the number of jobs in the ^{local} areas in two ways. First, there are builders required ~~by~~ to construct the hotels, and secondly, people are needed to work in the hotel, i.e. chefs, maids, receptionists etc. The hotel development will also increase the income for local craft and hobby shops, as visitors will buy something to take home with them.

(ii) Negative impacts

(4)

unless an excellent architect is hired, the hotels will ruin the aesthetics of the local area, and will likely produce a lot of waste material during construction. Also, due to the potential volume of visitors, there could be an increased amount of litter dropped by visitors.

(b) Tourism can have both positive and negative impacts on host environments.

Describe the impacts that the opening of these new Travelodge hotels may have on the national parks and nearby areas.

(i) Positive impacts

(4)

They will bring more people into the area who will be able to learn about the National Parks and help conserve them. They will create jobs for local people giving them money which will then be put back into the local economy. More money will go into the local economy as more visitors will be attracted here and will spend more money in local businesses such as shops and cafes. It could use local producers within the hotel e.g. for serving breakfast they could use Jim's farm eggs from down the street to provide him with business.

(ii) Negative impacts

(4)

Large hotels with 100 bedrooms may cause noise pollution as it is likely to attract big groups of people which may create noise going to and from the hotel in a night, disturbing local and wildlife. It may put other smaller businesses such as small country bed & breakfasts out of business as travel lodges will offer lower prices they may not be able to compete with. If it's built in a woodland area, it will cause habitats to be destroyed meaning animals will lose homes and be scared away. Also, it may be an eye-sore if the new building had to be built that doesn't fit in to the surrounding buildings making the area less attractive.

Q2(c)

The better answers to this question were from those candidates who kept it simple and wrote about developing the farm on a reasonable small scale for children to visit the animals, birthday parties, farm shop etc and make sensible realistic extensions such as the shop will sell products made on the farm.

There were some other good suggestions made by candidates which would certainly help the farm to achieve its objectives. These included further

developing the accommodation, more cottages, lengthening the opening time for the campsite, adding caravan pitches and promoting short breaks. Other more unusual ideas included having a festival on the field, or having Father Christmas on a tractor.

Farm shops, petting zoos, activities such as archery, education programmes for schools and café/tearooms were also popular suggestions.

There were also some non-feasible suggestions such as facilities for business travellers or building a theme park or indoor pool.

Candidates who developed their suggestions would score more highly on this question, for example "*adding activities*" would not be specific enough, it would need to say '*adding activities for young children such as feeding the lambs*' to be awarded marks.

Q2(d)

Not very well answered. There was much reliance on "have special offers" and "reduce the prices". It was not clear how this measure could increase income. Many candidates did not include named examples of organisations or destinations as the question asked.

Better responses would have named one or more organisation then described what they do in off peak months with some detail – see below.

Q3(a)(i)

Candidates were asked to choose two types of tourist that may be attracted to Titanic Belfast. Tourist types could have been either generic, eg Business, Leisure, Incoming, Domestic etc, or categorised by age or family status, eg families, groups of school children or senior citizens for example. Those who chose these types were able to score better in part (ii). Candidates who tried to be more specific, eg history lover or wedding tourist then limited their explanation potential in (ii).

It should be noted that Adventure tourist was not accepted as a response. Adventure tourism is linked to a risky or challenging activity, and a visit to this attraction would not fall into this category.

Q3(a)(ii)

Candidates did not answer this question very well. There was a lot of lifting of text from the case study and answers that didn't relate to the visitor type. Others confused "galleries" with art galleries. Better responses were from candidates who had chosen domestic or business as they were able to relate their answer to the location and the facilities in the attraction quite well.

(ii) Choose **one** of the types of tourist identified in part (i), and explain why the features and facilities of Titanic Belfast would appeal to them.

(4)

Local tourists, may not have to travel far to see it, but are also part of its history, having old family members and stories passed down about people who made it or where on it. The interactive galleries, and the story of the Titanic from its construction all the way through to when it sank allows people to understand and be wrapped up, and transported back to what it was like at the time. People may also want to go to see the architecture of the building.

Q3(b)

The majority of candidates were able to name two historical attractions either in the UK or overseas. The most popular were Stonehenge and the Tower of London in the UK and the Great Wall of China and Berlin Wall or some of the attractions in Rome, eg the Coliseum.

Q3(c)

Candidates on the whole showed a good knowledge of technology and were able to answer the question with reference to visitor attractions. Many focused on the internet and web sites. Candidates who had also seen the "to what extent" in the question were able to score more highly, as instead of just describing technology, they were able to link it to efficiency of operations, and cost-benefits to both attractions and customers. Level 3 responses may have also considered the cost and made reference to smaller attractions not being able to afford sophisticated technology. A minority had not seen the words "visitor attraction" in the question, and answered generally, making reference to booking holidays, check in on line etc.

* (c) The travel and tourism industry makes extensive use of new technologies such as ICT.

Assess to what extent visitor attractions make use of new technologies. In your answer you should consider:

- communication with customers ✓
- interactive experiences ✓
- day-to-day operation. ✓

(8)

Many museums such as the Science Museum use new technologies, for example they have sound rooms with interactive experiences, which appeal to a younger customer as they are fun but still allow you to learn. Thorpe Park has electric boards before you queue for rides, showing how long the wait is for a particular ride. This helps customers as they then know how long the wait is and whether or not to go and come back later. Alton Towers also provide virtual tours of their hotels and rides so that you can 'try before you' buy and know before hand whether the ride is for you. Many attractions also have ticket machines so that customers who have payed online can skip the queues and use the faster ticket machines. Customers like this as it saves time and is easy.

Q3(d)

There was much confusion between independent and interdependence. Many students answered about independent travel and some didn't attempt this question. Lunn Poly and Britannia were rebranded in 2003/4, so candidates should be encouraged to use more up to date examples in their answers.

Q4(a) and Q4(b)

Many candidates simply repeated the stem in their *answers* "factors which enable you to do something", and for this would not be credited any marks. Those who contrasted enabling and motivating factors, however, showed knowledge, and this would be acceptable. Examples when given should be as specific as possible to gain marks, for example "more cars" would be better as "increased car ownership in the last 40 years" or "the development of the Model T Ford Car in 1908". Similarly "more holidays, more money" were too vague to be credited.

4 The development of the first Boeing jet aircraft, the Boeing 707 in 1957, was an enabling factor for the travel and tourism industry.

(a) Define the term 'enabling factor'.

(2)

An enabling factor is something that allows/makes something to happen. For example the Boeing 707 enabled faster travel to further away destinations.

(b) Other than the development of the jet aircraft, identify **two** other examples of enabling factors.

(2)

- 1 Disposable income - enables people to afford a holiday.
- 2 An increase in paid holidays off from work - allows people more time to go on holiday.

Q4(c)

Candidates in general seemed to think that Boeing is an airline rather than an airline manufacturer, thus when they were explaining how the development of the jet aircraft has helped **all sectors** the majority did not talk about the airline industry. There were some very vague answers which did not specify sectors but talked about increased numbers of visitors or benefits to the customer. Better responses would all have explained how sectors such as accommodation, other transport providers e.g. coach and taxi to airports, and attractions would have also grown because of the increase in visitors able to fly to overseas destinations. High scoring answers may also have mentioned the increased range of holiday types and the growth of tour operators and travel agents as a result.

Read the following information before answering Question 4(c).

| Plane | Year of first flight | Passenger numbers |
|-------------------------|----------------------|-------------------|
| Boeing 707 | 1957 | Up to 180 |
| Boeing 737 | 1967 | 107 - 189 |
| Boeing 747 (Jumbo Jet) | 1969 | 370 - 490 |
| Boeing 767 | 1994 | 210 - 290 |
| Boeing 787 (Dreamliner) | 2011 | 210 - 250 |

(Source: <http://www.boeing.com/history>)

(c) Explain how the development of the jet aircraft has helped all the sectors of the travel and tourism industry to grow.

(8)

The development has enabled more people at one time to come ~~into~~ to a country, this means that more people will be spending more; overall this will boost the economy giving people more money ^{and motivation}. This enables them to be able to set up business within the tourism industry, to cater for incoming tourist needs. Such sectors to grow ~~could~~ be hotels, bed and breakfasts and visitor attractions. Because the aircraft can go further distances remote places can be reached so tour operators can offer new and exciting places to visit, this increases customer appeal and ~~increases~~ the demand, so overall increasing the want for travel. Transport links to carry these tourist to places will also grow because the demand has increased. There would also be more airports and airlines so that all tourist can be managed growing in size as well as employment.

Q4(d)

There was much lifting of information from the case study in candidates' answers, there was much description and very little analytical comment. e.g "larger lockers mean people can take more luggage". Candidates who scored more marks were able to link the facilities offered by the new aircraft to the needs of customers, for example business travellers, and were also able to analyse the effects on other airlines, in the form of increased competition, and repeat business. Very few picked up on the fact that direct

flights between cities other than Manchester and San Francisco would now be possible because of this aircraft and this could impact on both passengers and airlines.

* (d) Analyse the impact of the new Boeing 787 (Dreamliner) on:

- passengers = more happier
- airlines. = ~~cheaper~~ - Direct flights.
more economical

(8)

The new plane is cheaper than the old ones. This means that the customers will be able to spend less money. It also means more customers will book a seat and this will still help them bring in money. There are also larger windows, lights to reduce jet lag and less engine noise. This means it'll be easier for customers to relax and enjoy their flight and ~~braver~~ they will want to fly on that ~~plane~~ plane again. The airline now offers direct flights

for example: Manchester to San Francisco. This didn't happen before and will bring in more customers. The Boeing 787 is also more fuel efficient and more economical, meaning that it's better for the environment.

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 answer
- 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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