Examiners' Report/
Principal Examiner Feedback

Summer 2016

Pearson Edexcel GCE
in Travel and Tourism (6987) Paper
01 The Travel and Tourism Industry

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Principal Examiner Report for GCE Travel and Tourism   Unit 1   Summer 2016

Introduction

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

Some students lost marks on this paper by not reading the question correctly. For example on question 1d) candidates did not focus on **inbound** tourism, on 2a)ii) they did not see the word 'transport principal' and in 3b) the words 'accommodation sector'.

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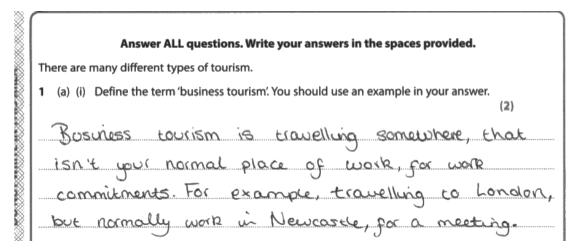
Also, when additional sheets are used it is recommended practice for students to write; "continued on additional sheet" at the end of the appropriate section of the answer booklet. Many did not do this.

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

Comments on individual questions

1a) i) Many candidates were spot on here. Those who did not score both marks repeated the stem in their answer i.e. business tourism is when you travel for business = 0 mark. The vast majority of candidates were awarded the second mark for a correct example.

An example of a response that scored both marks can be seen below.

Answer ALL questions. Write your answers in the spaces provided.

There are many different types of tourism.

1   (a) (i) Define the term 'business tourism'. You should use an example in your answer.
(2)

Business tourism is travelling somewhere, that isn't your normal place of work, for work commitments. For example, travelling to London, but normally work in Newcastle, for a meeting.
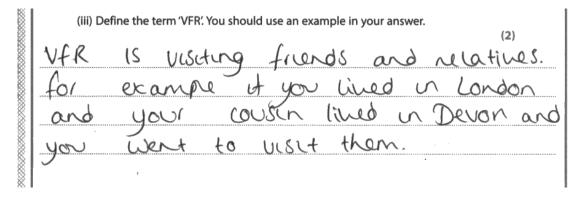
1a) ii) Domestic tourism was correctly defined in most cases. Where candidates lost marks was if in the example they had not given both origin and destination and purpose of trip, for example 'me going to Liverpool' = 0 marks.

A good response which was awarded both marks can be seen below.

(ii) Define the term 'domestic tourism'. You should use an example in your answer.
(2)

Domestic tourism is where you travel on holiday in the country you live in. Eg If you live in London and you go to Whitby for the weekend.

1a) iii) VFR the acronym as 'visiting friends and relatives' was well defined in most cases. 'Friends and family' was also accepted as a definition. For the second mark, candidates were expected to give an example of VFR, and to be credited, this needed to have origin, destination and family/friend mentioned. Examples that would not score a mark included 'going to London to see my friend' – not specific enough – VFR is overnight so needs to be a longer distance really. See the answer below for an example of this.

(iii) Define the term 'VFR'. You should use an example in your answer.
(2)

VFR is visiting friends and relatives. For example it you lived in London and your cousin lived in Devon and you went to visit them.

1c) Generally, this was a well answered question. Candidates were able to identify several reasons why their chosen country was less popular than England. The most common reasons being: smaller size, fewer attractions, less cities and poor accessibility compared to England. Better candidates also remembered that 2012 was the Olympic Games, and were also able to explain in detail accessibility choices for customers, as well as increased marketing budgets, more business travel destinations and more sporting and entertainment events, such as Glastonbury. Answers which focused on weather were not credited as all UK countries have similar weather and incidents of flooding etc.

The response below would have been awarded high marks as many different reasons for Northern Ireland receiving fewer visitors were given.

**Read all of Question 1(c) and then choose a country, by marking a cross in the box ☒.
If you change your mind, put a line through the box ☒ and
then indicate your new choice with a cross ☒.**

Scotland   ☒

Wales   ☒

Northern Ireland   ☒

(c) Explain why the country you have chosen receives fewer inbound visitors than England.

(6)

Northeen Ireland may have less inbound visitors than England as their are fewer airports therefore less airlines and routes fly to the country making it less accessible than England. For example only 2 airports in NI whereas there is more than this in London Alone. Also, Northern Ireland may be less advertised than England as there is more cities in England which therefore means more tourist boards such as visit London. England is much larger than Northern Ireland therefore there is more attractions such as the London Eye, Big Ben etc. England also has more advanced transport links such as Subways & Eurochannel, making it more accessible than N.I. England has also hosted Globally known events which promote the destination such which Northern Ireland has not eg London 2012 Olympics. Persuading factors such as The Troubles in Northern Ireland may also discourage people to visit the destination due to a problematic & controversal history.

1d) Candidates who knew what external pressures were usually were able to explain why these had led to changes. The most common correct external pressures were terrorism, economic climate/recession and currency fluctuations. However, these statistics were from 2003 to 2013, so the 9/11 incident referred to by many (2001 Twin Towers attack) was irrelevant. Some candidates also quoted incorrect dates for London bombings i.e. 7/7 which is in fact 7 July 2005 not 2007.

Another common mistake was to forget that the statistics were for <u>inbound</u> tourism to London and a lot of candidates focused on travel <u>to</u> the destinations in the table instead. Climate Change is not well understood at all and is thought by many to be cold or rainy weather.

2a)i) Most candidates were able to score at least two of the three available marks. Thomas Cook/Tui/Thomson was accepted as either travel agent or tour operator. Online travel agents/tour operators such as Expedia were also accepted. There was less clarity in the example of a transport principal, as many candidates simply put airline, or Virgin (which could be train or airline).

2a)ii) The fact that many candidates had not read the question was obvious here. The question asked for 3 products/services of the transport principal. Many gave one product for each of the examples given in 2a)i) instead and only scored 1 of the 3 marks. Those who did score all three marks had usually chosen a named airline. This example shown was for a car hire company.

2 Many different sectors make up the UK travel and tourism industry.

(a) (i) Name **one** different key organisation for each of the following sectors.

(3)

Travel agents

kuoni

Tour operators

Thomas cook

Transport principals

Euro car, car rental

(ii) Identify **three** products/services offered by the transport principal you have named in 2(a)(i).

(3)

1 online bookings before travel or during.

2 Air port pick up and drop off points for ease of collection.

3 A huge variety of cars to meet everyones needs.

2b) Although most candidates knew what a TIC was, some confused it with a resort representative, and others with a Tourist Board. Those who did the latter were able to gain marks as the functions are similar, but rarely gained all three marks. Generalised answers were the main reason for lost marks here, such as 'giving information', 'giving directions' and 'helping tourists', which would not be awarded a mark. For credit to be given, needed to say 'information on the local area' or similar. Better candidates who knew the role well were able to score all three marks for three different functions, as in the example below.

One example of a public sector support service is a Tourist Information Centre (TIC).

(b) Identify **three** functions of a TIC.

(3)

1 Give advice based on the area and attractions

2 Provide tourists with local maps.

3 Can book accomadation and attraction tickets.

2c) This was a poorly answered question. There were a lot of candidates who described interrelationships in terms of horizontal and vertical integration. Candidates did not appear to understand the term 'ancillary service providers'. Where they did know the term, they were able to explain how they were additional to the holiday package, and better candidates focused on foreign exchange, car hire overseas and insurance. Marks were also awarded for indirect ancillary services such as laundry for hotels and food and drink suppliers to attractions and airlines.

3a) Many answers lifted information from the case study and simply identified and matched these points to either positive and negative impacts. Although this shows knowledge of impacts, this is not evaluation and these candidates would only score Level 1 marks. To gain higher marks they needed to evaluate these impacts, such as the 'tacky image that would be created by stag and hen parties and therefore families may be put off staying there'. Environmental impacts such as congestion and footpath erosion were not appropriate for this development of a 64 bedroom hotel. Noise and visual pollution were credited though. An evaluation question like this needs a conclusion – in this case are there more positive than negative impacts? Will it be good or bad for Ambleside? Few candidates did this and there were few who gained marks in level 3.

The response here is an example of one which would have scored high marks.

3 (a) Evaluate the positive and negative impacts of the planned Premier Inn development on Ambleside.

(8)

A positive economic impact of the planned Premier Inn is that it will create '30 new jobs' meaning that unemployment rates will decrease in Ambleside and help improve the local economy. The 'family hotel' will also attract more tourists, especially families, who help improve the business of other organisations, such as: attractions in Ambleside, so they will also recieve more money and income. The hotel will also meet demand of attracting business tourists to the area, during the conference season at the University, meaning that the area becomes more well known and attracts new types of tourists. ~~The negative impacts~~ However, a negative impact would be that it would also attract stag and hen parties, meaning Ambleside would lose their peaceful reputation and the environment could become damaged with litter, alcohol, or anti-social behaviour, ruining the reputation for other types of tourists. The new hotel would also create competition with local accommodation, meaning they could lose out on income due to tourists booking with Premier Inn and could even lead to closure. The Premier Inn would be a visual eyesore, ruining the traditional 'country town.' Also, leakage would occur, as they do not purchase goods from local businesses or tradesmen, meaning the money would leave the area.

Turn over ▶

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3b) A minority of candidates missed the words 'accommodation sector' in the question and answered with relation to airline seats, or holidays. There were many who knew that perishability was related to 'things expiring' or 'going out of date'. For more than one mark they needed to explain how this affected hotels, and some did manage to extend the definition by giving detail on how hotels overcome perishability by 'late deals advertised online using laterooms.com' which is fine.

3c) There were some good ideas given here, but again some candidates had not read the question and give three different ideas of ways that hotels could attract customers in off peak months. These could only score one mark as the question actually asked for a description of **one** way. There were many candidates who just stated 'special offers' discounts' or 'deals' without any detail of what this offer was – needed to say ' special offers such as free child places'. Christmas was often given as off peak, when it is the period immediately before which is off peak as in the example given on the paper. Candidates who gave examples of Halloween, and those who described off peak packages such as spa weekends, were able to score marks here.

This response is a detailed description of a Valentines weekend and would have been awarded all three marks.

(c) Describe **one** other way in which accommodation providers develop their products/services to attract customers in the off-peak months.

(3)

Accommodation providers could offer a valentines Day offer, which could include a romantic meal, massage in the spa, evening entertainment and a bottle of wine, all used as promotional price, per couple. This would attract visitors in February
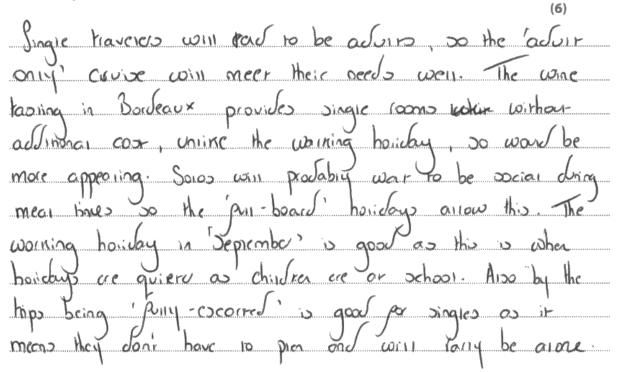
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3d) Some candidate saw the introductory statement and based their answer on the whole industry, not just the accommodation sector. Those who did use the accommodation sector focused in the main on the hotel part of the sector. There were few responses which referred to other types of accommodation such as camp sites, caravan and holiday parks. Candidates who used their local area to give examples of B&Bs and other hotels did better on this question. The main positive points made were that the large chains, with international presence, reputation, larger promotion budgets and standardised service dominate the market, Hilton being the main example given. Many examples and assessment however were more linked to customer choice rather than the 'domination' statement in the question.

4a) Candidates who did well on this question focused on the actual needs of the single traveller, which were identified as single rooms (with no supplement) social opportunities, and the guided tour/safety aspects. They were then able to explain why these holidays would be good for them. Other candidates chose what they thought was the 'best' holiday of the four given, and tried to explain why this was. Although they would have scored some, this limited their marks. The same explanation was given more than once by many candidates 'meet people' being the most common. Others explained the benefits of the holiday – not necessarily from the point of view of the single person, such as 'they can see lots of different destinations on a cruise'.

A better response is shown here – this candidate could have been awarded marks for single rooms, social aspects and the out of school holiday season dates.

4 (a) Explain how the singles holidays described in the article meet the needs of single travellers.

(6)

Single travellers will tend to be adults, so the 'adult only' cruise will meet their needs well. The wine tasting in Bordeaux provides single rooms without additional cost, unlike the walking holiday, so would be more appealing. Solos will probably want to be social during meal times so the 'full-board' holidays allow this. The walking holiday in 'September' is good as this is when holidays are quieter as children are at school. Also by the trips being 'fully-escorted' is good for singles as it means they don't have to plan and will rarely be alone.

4b)i) This question was asking for the factors from the specification to be given <u>exactly</u>. The example of 'Changing customer needs' was given to guide candidates to this. Unfortunately many gave examples of developments or examples within the factors, such as 'the internet' and were unable to gain the mark. If they had said 'technological factors' or 'technology' then they could have been awarded the mark.

4b)ii) Some candidates has confused factors with external pressures, and would not have scored any marks here. Those who had identified 'technology' or a 'product development' were able to expand on this in part ii) and score at least two marks.

5a) A minority of candidates gave built facilities of the country park such as café and visitor centre. The vast majority scored both marks here with the most popular examples being the London Eye and Alton Towers.

5b) Candidates were able to use the information to show understanding of how the Country Park attracts different types of customer, but less were able to do this successfully with relation to local people and just answered for all types of customer. The fact that it was free to enter and there are different lengths of trail were picked up on, and linked to locals in the better responses.

5c) Adventure tourism is defined as 'thrill, challenge, element of risk'. Answers such as a playground, camping, or longer walks were therefore not accepted. However, most candidates had seen the word adventure and were able to link this with the forest environment and suggest treetop adventures, zip-lining, mountain biking, quadbikes or rock/tree climbing. Water sports were not accepted as there is no mention of a lake or river in the case study.

5d) As is usual with any question about technology, candidates liked this one and were able to score good marks here. There were very many appropriate ideas suggested, such as touch screens, interactive quizzes, audio guides, webcams, and other internet based technology. For a list like this they would have scored 3 marks as long as the technology was appropriate to a country park. For additional marks they needed to explain how it would enhance the visitor experience, such as its educational value and getting people interested to visit again. Almost all candidates answered with relation to Sherwood, but any other natural attraction could have been used in this question.

General Hints and Tips

1. Read the command word carefully do not explain when asked to describe as in 3c)
2. When asked to explain, for higher marks do not use the same explanation twice – it will only be credited once e.g. 4a) 'so they can meet new people'.
3. Remember when suggesting new products/service e.g. 5b) to make sure that they are:
   a) Suitable for the customer type, in this case adventure tourists
   b) Not something that the attraction already has e.g. café, visitor centre or archery
4. Read the question in detail – and use examples wherever it is specified, for example in 3d) where examples across the whole accommodation sector would have enhanced the answer.
5. Use examples that are as up to date as possible e.g. 2a) i) Lunn Poly and Britannia Airways no longer in existence, and be specific with them, e.g. 'Virgin' - need to say Virgin trains, or Virgin Atlantic
6. Repeating information from case studies, e.g. 3a) wasted a lot of time and space, only repeat what is necessary and relevant, and as briefly as possible to make your point.
7. If using additional sheets, please asterisk or write 'continued' at the end of the part of the answer in the booklet.