



**General Certificate of Education (A-level) Applied
January 2011**

Travel and Tourism

TT01

**(Specification
8651/8653/8656/8657/8659)**

Unit 1: Inside Travel and Tourism

Report on the Examination

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General Comments

What was done well

1. Candidates have evidently studied some past papers and use answers to case studies set in previous papers as their examples. This is to be encouraged. However, they must be very wary of simply lifting them since that will probably mean they are now incorrectly giving an answer to a different question.
2. Candidates showed a good grasp of the resources included in this paper and are not disconcerted by having to apply their understanding of travel and tourism to case studies they have probably not encountered before.
3. Candidates are usually reading the questions carefully and they mostly remained relevant to the task set such as analysis, description or giving reasons.

What was not done so well

1. While it is granted that candidates usually carry out the task set, an exception occurred with questions 2d and 6b where candidates were asked to outline *two* impacts or *two* reasons but offered more than two without providing an outline or a description. Teachers might discuss with candidates what the command "outline" requires.
2. Handwriting was occasionally almost indecipherable, because of either its small size or its style. Some candidates are using a pen which is faint, which creates unnecessary difficulty for examiners.

Question 1

This question asked for reasons why outbound UK tourists spent different amounts of money in a range of countries. Most candidates identified exchange rates, the effect of distance (which led to a longer duration of stay) and the variations in costs and opportunities to spend. However, UK tourists might visit friends and relatives in any of the countries so this answer was not accepted except where justified. Candidates usually had little difficulty in coming up with the advantages of taking a domestic holiday nor with identifying the three main purposes of travel: business, leisure and VFR.

Question 2

There was some confusion about the use of the term 'non-standardised'. Unlike a *standardised* weekend break to the Farnborough Air Show, where a tour operator would determine the transport, accommodation, meals and length of stay that customers would be given, customers have to make their own arrangements. They book their own accommodation, travel there in their own way, choose where they eat and so on. Non-standardised does not mean they do different things *at* the Air Show. By contrast, question 2b specifically asked about what the family might do while *at* the Air Show. In question 2c candidates often failed to realise they were being asked how the actions of different sectors impacted upon the Air Show or other major event. Simple links that exist between sectors and the event needed to be developed further to show how these affected its success. Candidates had little difficulty in suggesting two positive impacts of the Air Show on the local area but too often listed more than *two* impacts without describing them. They should be advised to include one clear impact only in the space provided.

Question 3

This question puzzled some candidates who were unsure about whether their chosen organisations were public or not. An occasional mistake was to think that restaurants, shops and other private enterprises were public. Instead, candidates needed to consider the role of organisations like tourist boards, information centres and local councils, and to assess how important they were in supporting tourism.

Question 4

Almost all candidates wrote that commercial organisations develop purpose-built resorts in order to make money but relatively few pointed out how providing for the visitor's every need within the resort can enhance the profit. Many candidates will have taken a short holiday at Disneyland Paris or Florida where they will have seen that it is not necessary to leave the site at all. Where governments come in would be in helping to bring economic development to an underdeveloped region, but additionally it is often to control the nature of that development. For example, Ayers Rock Resort was started largely to bring order to unrestricted camping around Uluru and to prevent the damage being done there.

The question about accommodation was not answered especially well, by candidates who failed to consider the ways in which different accommodation types provide for customers. Provision such as larger and ensuite rooms, rooms with cots, half-board or all-inclusive, room service, evening entertainment, car parking, a private pool and so forth should then be related to the sort of customer to whom it is important. Answers about the attractions found at the destination were not relevant.

Question 5

There was some credit given for suggesting the facilities and services that are typically provided around any visitor attraction - refreshments, toilets, pathways, signposts and information. However, to access the higher marks, candidates needed to make specific suggestions in the context of a historic and cultural attraction such as Machu Picchu, explaining why they would be provided in the appropriate manner.

Question 6

Candidates mostly understood how to answer the question on travel options by analysing the data given, and relatively few offered a description that merely repeated information from the resource. Most candidates considered criteria such as duration of journey, changes of mode, and level of comfort. The better answers showed insight by considering factors like how early the departure time was, the time of arrival at the lost city site, or having the chance to rub shoulders with local people. However, the purpose of the day trip was to see Machu Picchu, so how much time tourists could spend at the ruins was regarded as a significant consideration. Candidates were asked to outline *two* reasons why helicopter flights to Machu Picchu were now banned so it was frustrating that many gave several reasons without clearly outlining any of them.

Question 7

It was pleasing that most candidates could give an outline (often in the form of a 'flow' diagram) of how the products of package holidays were sold to customers. Some candidates knew that tour operators now 'by-pass' the travel agent and sell direct to customers by phone or internet, but the question asked for the *traditional* chain of distribution so answers about how tour operators have changed their practices in recent years were not applicable. Question 7c needed to be read carefully to see that candidates were being asked about the impacts of the growth of internet travel agents on other sectors. Therefore effects upon the customer, or how self packaging is done, or the growth of budget airlines were not relevant to this question.

Suggestions for teachers to prepare future candidates

1. Centres should advise that candidates give only two distinct reasons when asked to do so rather than as many reasons as possible because only two will be rewarded. Furthermore, these reasons should be explained. For example, answers like 'cheaper' or 'easier' are unlikely to gain marks without further elaboration.
2. Centres are reminded that all future examinations will award some marks in one of the longer questions for English language skills and correct use of expression. Candidates are provided with sufficient time in which to write their answers carefully.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.