

TT12 Commentary

Moderator mark: 47/60

A portfolio which investigates how at least one example from each of five key areas operates in a chosen travel and tourism organisation.

Travel and tourism organisation: My Travel
Integrated travel company (travel agent/tour operator).

Task A (AO1)

An account of the operation of the five key areas in your chosen travel and tourism organisation using **one** example from each key area.

After the sensible 2-page Introduction, the candidate deals with the operation of all five key areas within My Travel, giving an account of the operation of each using at least one example from each:

- technical skills
- target setting and selling skills
- administrative systems
- budgets
- electronic transactions.

The work is clearly at least *detailed* (MB3) and indeed is *well developed, referring to a range of relevant systems in operation* at My Travel, for example Livewire and TravelCat communication systems. This meant that the moderator agreed with the centre's low MB4 assessment.

To score even more highly the candidate may additionally have *discussed problems* in the operation of the exemplified systems.

Low MB4, 10 marks

Task B (AO2)

An account of how these examples interact in your chosen travel and tourism organisation to solve specific problems, issues or work-related situations.

Interactions is the keyword here. Candidates need to give an account of how the operations examples they have reported on in AO1 interact with each other in the solution of specific problems in the chosen organisation.

This candidate provides a *detailed account* of interactions, which is focussed on the *solution* of the *relevant problem* of incorrect taking of bookings. This allows a score in the MB3 range to be agreed.

To reach the top of MB3, the candidate would have needed to deal in detail with the solution of problems in the plural. That need not mean writing even more text. There is some lack of transparency here, as the candidate's words become too many trees to easily see the wood. A more clearly directed account of interactions on this and one or two other problems would have been better.

For an MB4 score, a *range of complex problems* is required. A problem is seen as complex when its solution requires a range of skills or steps. Candidates aspiring to MB4 would be well advised to ask staff/management at their organisation for examples of such issues that are faced within their business.

Mid MB3, 11 marks

Task C (AO3)

Research and **analysis** of how far these examples meet the aim for which they were designed.

Research. The teacher has signed to say that the candidate has *researched from a range of relevant and appropriate sources* (MB3) and that s/he has done “very good research”. The candidate certainly shows *detailed* knowledge of My Travel operations and this helps back that up. The moderator was also able to look at the work of other candidates to help to verify that this was the candidate's independent work. What the candidate has not done explicitly is to state what these sources are. Clearly the website is one source and Going Places/My Travel shop/s another, but it would be much better to be told what had been used. For MB4 *many and varied sources* are needed, and there is not evidence for that.

Analysis. This is clearly *detailed*. Each key area example is carefully considered in terms of how far they meet their aim (see the end of “Key area 1 – Technical skills”, for example). Indeed the analysis is sufficiently *in-depth* (MB4) to allow a best-fit overall mark at the top of MB3 to be agreed despite the candidate's lack of explicitness about the research. This is helped by the fact that the candidate has used *written expression* at the appropriate level.

Top MB3, 12 marks.

Task D (AO4)

An evaluation of how these examples contribute to the efficiency of your chosen travel and tourism organisation.

This is certainly a *detailed evaluation* (MB3). Again, each key area is dealt with in turn and *detailed examples chosen with care* lead to *constructive conclusions*. Again, *written expression* is at the right level, being *suitable to convey meaning*.

To have reached MB4, the candidate might have produced a more *critical evaluation* of systems' *efficiency*. While there is some criticism evident, as one would expect in an A2 evaluation, this would be clearly focussed on *efficiency* at MB4 level.

Top MB3, 14 marks
