



General Certificate of Education

Travel and Tourism

8651/8653/8656/8659

TT01 Inside Travel and Tourism

Report on the Examination

2007 examination - January series

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Set and published by the Assessment and Qualifications Alliance.

General comments

This paper was considered to be at the same level as that produced last year. Again, it was disappointing to see that a significant number of candidates failed to grasp what was required of them and were unable to produce any more than simplistic answers in many cases. To illustrate this, when asked to describe the appeal of a 'natural attraction', the most common suggestion was Stonehenge! As last year, many candidates failed to come to terms with the command words provided in questions and in general candidates found it difficult to analyse or evaluate when asked to do so.

Centres entering candidates for a January exam series are strongly advised to concentrate on this unit during the first term of teaching in order to sufficiently prepare their candidates to cover the full scope of this introductory unit.

Examiners noted that there were significant numbers of candidates who appeared uncertain about some of the basic terms and concepts connected with the subject. Teachers are advised to spend sufficient time ensuring that basic terms are understood and furthermore to spend time with candidates discussing the different interpretations of terms such as resort and destination.

Question 1

The majority of candidates, although by no means all, were able to identify two ways in which the support services sector of the industry could help people visiting the area for the games. It was evident that a minority of candidates had no idea what the role of support services were.

Most candidates identified at least one economic impact on the host community and better candidates were able to identify both positive and negative impacts, referring to the multiplier effect and the short term nature of employment resulting from the games in some cases.

The part of the question on social impacts was less well answered. Weaker candidates confused social with economic and environmental impacts and some overstated the negative social impacts and seemed under the impression that every tourist visiting Vancouver would get drunk and 'do drugs'. It was disappointing that most candidates gave no consideration to the information provided in the resource which made reference to new and renovated facilities which could be used by local people when the games were over. Better candidates mentioned ideas such as the feeling of pride in the city in hosting the games and welcoming athletes and spectators from different countries.

Few candidates fully appreciated the commercial opportunities presented to UK-based travel organisations. Many discussed opportunities for travel and tourism organisations based in Canada. Some better answers discussed the idea of creating packages based around the games or developing travel options to the area following the completion of the events, possibly looking at winter sports in the resorts featured.

Question 2

The majority of candidates misread this question, apparently seeing "provided" instead of "provider", and considered the range of accommodation available rather than focusing on the organisations providing it. Some made reference to family run hotels or named national chains, but very few. The second half of the question was also poorly answered. Few candidates fully understood what the question was demanding. Occasionally, reference to improving the quality of the accommodation, catering for niche markets, developing new products such as spas and improving facilities on campsites were referred to. There were virtually no attempts to evaluate these changes.

Question 3

A significant minority of candidates did not appear to be aware of what the other sectors of the travel and tourism industry were, and some discussed the public, private and voluntary sectors. Better answers considered how each of the sectors of the industry could play a part in the success of the new attraction and clearly understood the concept of interdependence between the sectors of the industry.

The second half of the question produced some very disappointing answers. Many candidates seemed unaware of the distinction between a natural and purpose-built tourist attraction and as mentioned above, the most popular attraction identified was Stonehenge. A few candidates attempted to discuss the attractions within a tourist area, such as a national park and then focused on different attractions, both purpose-built and natural, within the area. This approach was not allowed, but candidates identifying the appeal of natural attractions within the area were given credit.

Question 4

Most candidates understood the requirements of the question and many were able to identify at least one factor which led to an increase in the number of people able to participate in tourist activities. Many were unsure of the timescales involved and discussed the significance of the innovations brought about by Thomas Cook or the development of the railways. Also, many candidates did not confine themselves to discussing socio-economic factors and discussed technological advances at length. Very few candidates were able to produce a well-constructed and informative answer which reached into the upper end of the range.

Question 5

A significant minority of candidates did not relate their answer to the first part of the question to air travel. A destination which takes more than four hours to reach is not necessarily long-haul if you are travelling by road or train. Those candidates giving an appropriate example of a long-haul destination received credit. Most, although by no means all, understood the term domestic tourism and the majority of candidates were able to identify at least one trend from the data relating to tourist arrivals to India.

Many candidates were able to offer some reasonable suggestions relating to the different patterns of spending between VFR tourism and other types. Better answers considered business as well as leisure tourists, and higher marks were obtained from those who considered a wide range of tourism products and services as opposed to focusing primarily on accommodation and transport. The best answers considered variables such as airport transfers and other forms of transport, spending on food, visiting attractions and the use of tourist guides.

The last part of the question was not well answered. Some candidates misunderstood what was required and discussed the pattern of arrivals over the course of a year. Others had little idea about what less economically developed countries were, with 'Africa' often quoted. Some candidates were able to discuss briefly factors such as unstable governments, disease and natural disasters but most of these showed little development and analysis was virtually absent.

Question 6

Although a range of responses was allowed, not all candidates were able to provide satisfactory answers to the first two sections of the question. It was disconcerting that a number of candidates confused online bookings with independent travel.

Many candidates were able to discuss the advantages of online travel, with some reaching the upper range of the mark scheme. Generally, this question was well answered. Similarly, many candidates were able to explain in some detail how travel agents could respond to the threat of online bookings, but some focused too much on the potential demise of high street travel agents.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the results statistics page of the AQA Website at: <http://www.aqa.org.uk/over/stat.html>