



## **General Certificate of Education**

# **Travel and Tourism 8651/8653/8656/8659**

**TT01      Inside Travel and Tourism**

## **Report on the Examination**

*2008 examination - June series*

Further copies of this Report are available to download from the AQA Website: [www.aqa.org.uk](http://www.aqa.org.uk)

Copyright © 2008. AQA and its licensors. All rights reserved.

#### COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

## GENERIC COMMENTS

### What was particularly good

Candidates showed better understanding than in previous years of concepts such as intangible, perishable, self-packaging, destination, etc. While answers which required case study information found some candidates wanting, there were some impressive examples of good case study knowledge.

Most candidates are at last now clear that 'sectors' in this specification does not refer to the public, private and voluntary sectors.

### What was not so good

Many candidates did not apply the command word of each question closely enough. They struggle to go beyond descriptive answers and virtually ignore commands like "Assess the importance of ..." or "Evaluate the impact of ...". Centres should spend time coaching them in these skills.

### QUESTION 1

This question asked about reasons for the recent growth of activity holidays. Answers such as 'more leisure time' or 'more disposable income' apply to *any* type of holiday. In the same way, descriptions of the appeal of activity holidays do not explain why they have recently become *more* popular.

The question also asked about health and safety. Candidates needed to develop answers beyond explaining why health and safety has to be managed in travel and tourism. The wording of the question required that there should be some reference to the need for a substantial input of resources, to recent events, and to actual organisations if candidates were to gain the higher marks.

### QUESTION 2

Candidates all understood the concept of *long-haul* but few explained that *the market* means the people who would visit such destinations. The question was straightforward and all candidates could write about positive impacts, with most including direct and indirect spending, job creation, cultural and environmental improvements, etc. But only where these impacts were specific and detailed rather than general consequences could they earn higher marks.

### QUESTION 3

This question was about the *increasing* popularity of cruise holidays. Answers which showed why tourism of all kinds has increased, or answers which explained what has always been popular about cruises did not address the exact question. Some candidates provided very good examples of new forms of cruising, new activities or new ports of call and gained credit for making use of actual examples.

### QUESTION 4

Most candidates readily saw that a major new visitor attraction like a casino would bring both advantages and disadvantages to a tourist resort. Virtually all candidates suggested that casinos would draw in extra visitors who would spend money on the services of accommodation, transport and catering providers. However, traditional visitors might dislike the way the casino had changed the resort and go elsewhere in future.

The casino would probably form relationships with a range of travel and tourism service providers but candidates needed to suggest why these might be developed. The third part of

this question was answered in rather general terms by many, but was done extremely well by a small number of candidates who had looked in detail at the relationships existing between accommodation, transport, information, catering and other providers in a named destination and were able to give details about the importance of those relationships.

### **QUESTION 5**

This question about the future of travel agents is an important one and candidates mostly demonstrated their understanding well. The question could be interpreted either as the changes that had led to travel agents working differently; or as the changes brought about as travel agents respond. Either approach was accepted. In the second part, candidates needed to express what travel agents of the future have to offer: for example, that they are well-informed with strong product knowledge, well-trained to give a personal service and can take away from the customer all the stress of organising a holiday .

### **QUESTION 6**

This question asked about how the budget airlines were innovative. Candidates needed to think about what was then new - flights were booked online and there were no tickets, for example. Answers often gave emphasis to the subsequent effects of introducing 'no frills' airlines such as an increase in short breaks to European cities and purchase of holiday homes, rather than to the innovations themselves.

The effects of the budget airlines came in the second part of the question, where unfortunately few candidates gave much detail about how tour operators who package holidays have responded.

### **QUESTION 7**

Most candidates showed a clear understanding of what socio-economic influences were but very few could provide much detail about their effect upon tourist activities. An obvious example is that increased car ownership allowed people to go on holiday in their own car, opening up destinations not served by public transport, and allowing great flexibility in the activities pursued. Or that changed working arrangements have shifted patterns away from the traditional two week holiday in favour of more frequent shorter breaks. Candidates could illustrate these activities with specific examples.

### **Suggestions for teachers to prepare future TT01 candidates**

Candidates should be trained to take time in the exam room reading questions more closely and ensure that they obey command words such as "evaluate" or "assess the extent to which". Candidates wrote with confidence on how new technologies are being used by customers, and on the consequences of this for travel agents. However, there is a tendency to assume that self-packaging is automatically easy and always yields huge savings. For a large number of customers (not just the elderly!) attempts at self-packaging prove to be both time-consuming and frustrating and they gladly put their holiday arrangements in the hands of a travel agent who still has an expertise to offer.

Centres need to ensure that the whole of the specification is covered in order to prepare candidates effectively for the examination.

### **Mark Ranges and Award of Grades**

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