General Certificate of Education

Travel and Tourism
8651/8653/8656/8657/8659

TT01   **Inside Travel and Tourism**

Report on the Examination

2009 examination - June series

General Comments

What was particularly good

1. Candidates showed a good grasp of the changing popularity of short-haul and long-haul destinations.

2. Some candidates knew in detail how overseas destinations were adopting a sustainable approach to tourism.

3. Candidates generally read the questions carefully and followed the instructions well.

What was not so good

1. Many candidates have an incomplete knowledge of the scope of the term 'sustainability' in travel and tourism. It should incorporate the idea that local people need tourism to succeed so that they can make a living in the long-term.

2. Stereotyping: in some candidates' eyes, all elderly people are baffled by internet booking. There is also an assumption that using the internet is quick and easy, whereas in reality a huge amount of time is often spent checking different options before making the booking.

3. Handwriting was occasionally almost indecipherable, because of either its small size or its style. Some candidates are using a black pen which is faint, which creates unnecessary difficulty for examiners.

Question 1

This question required candidates to describe patterns shown on a graph of trips made into and out of the United Kingdom and compare them. They did this task well, but a few candidates started to give reasons accounting for the change - they should take time to read the questions more carefully. They were then asked to deduce the impact of those changes on the economy. Many candidates scored well and had a clear understanding of the tourism trade balance. Candidates were also asked to give reasons why the number of trips made by overseas residents had increased *since 1985*. Consequently, answers about Holidays with Pay legislation in 1938 were not relevant. As with questions 2(b) and 3, there was little credit for referring to 'more leisure time' and 'more disposable income' to explain specific changes.

Question 2

Many candidates failed to name correctly two Mediterranean resorts that became centres of mass tourism. Whole countries (Greece, Spain, etc) are not resorts. Although islands like Majorca and Ibiza or regions like the Costa del Sol are not resorts, they are at least identifiable mass tourism destinations and were allowed in order to give credit for partial knowledge.

In accounting for the growth and subsequent loss of appeal of the Mediterranean destinations, candidates were asked to restrict their answers to a particular decade, so factors such as changes in disposable income and leisure time which have applied generally to the growth of all travel and tourism for the past hundred years were not credited.

Candidates showed strong knowledge of the role of the tour 'rep' but needed to express how it would add to the revenue of the holiday company.

Question 3

A range of factors have led to rapid growth of the short break market, in particular the innovation of budget airlines using regional airports. Candidates offered some very good examples such as spa breaks, Christmas markets, and the short holiday packages offered by Center Parcs and Disneyland Paris. Again, candidates gained little credit for writing about factors such as greater disposable income and leisure time because these have brought about the general growth of travel and tourism rather than the specific growth of short breaks.

Question 4

A common failing of candidates, in outlining the merits of one method of getting to Paris, was to say that a method was *cheaper* or *quicker* or *easier* without justifying their statement. Those who chose rail travel, for example, needed to extend their answers to show that discounts or fare deals, journey time from St Pancras and through the tunnel, and not having to change mode would be the relevant points here.
Candidates foresaw some important advantages and disadvantages of the mobile phone as a train ticket but too many wrote solely about the customer's position although the question is clearly asked from the transport provider's point of view.

Question 5

Candidates showed a better appreciation of the meaning of sustainability than in previous examinations. However, they often limited their answers to ideas about environmental preservation and restrictions to keep tourists out, instead of pointing out that the tourism business is mostly welcomed for the income and improvement to economic well-being it brings, so long as that tourism has a long-term future.

Candidates are beginning to incorporate very good examples (frequently from Kenya and Gambia) into their answers, but without applying to them the full range of sustainability's meaning.

Question 6

Candidates readily picked up marks by outlining the advantages of different methods of booking holidays. However, as with question 4(a), they needed to expand on phrases like *quicker*, *cheaper* and especially *easier* in order to clarify why a method of booking was advantageous.

In a question similar to one set last year, candidates needed to express what travel agents of the future will 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 and difficulty of organising a holiday themselves.

Question 7

Candidates are beginning to learn that the term *intangible* cannot be satisfactorily explained by saying what it is *not* (i.e. "cannot be touched"). Instead they should show they understand that the travel and tourism product is only what is felt, such as enjoyment and atmosphere, or remembered.

For question 7(b), the authorities in Edinburgh must take into account a wide range of factors but many answers amounted to little more than a list (albeit a complex and lengthy list). Candidates needed to explain the factor by showing what the authorities needed to do, such as

putting in place traffic management or identifying whether there was sufficient accommodation and catering for the influx of visitors.

Question 8

Candidates were rewarded for describing different aspects of the role of tourist boards or information centres, so long as they linked them to travel and tourism organisations. The role would include providing information, answering queries, advising customers about suitable businesses for their needs, making bookings, promotion and marketing, etc.

The nature of the relationship between the support services and commercial organisations was therefore largely covered in part (a) of the question. Part (b) was evaluative. Candidates had to assess how much a travel and tourism facility depended on the support services - for example, was the facility completely dependent upon the support services for bringing customers or would they merely help it to gain some extra income? It was pleasing that many candidates were able to give an answer that judged whether the dependency was significant or not.

Suggestion for teachers to prepare future candidates

The concept of sustainability was described by the Brundtland Commission as "meeting the needs of the present without compromising the ability of future generations to meet their own needs". This amounts to simultaneously improving economic well-being, addressing inequalities in the distribution of wealth, and protecting culture and natural environment. Candidates should look at their case studies in this light.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the **Results statistics** page of the AQA Website.