



General Certificate of Education

Travel and Tourism

8651/8653/8656/8657/8659

TT11 Impacts of Tourism

Report on the Examination

2010 examination - June series

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Set and published by the Assessment and Qualifications Alliance.

General Comments

This paper has Preliminary Material (PM) available to candidates prior to the examination. The PM was based on tourist destinations within the Yorkshire Tourist Board area, specifically the city of York and the Malham area of the Yorkshire Dales.

The paper is synoptic and so those entered are expected to have experienced a wide coverage of the Specification prior to entry for the unit, but not necessarily a prior study of the areas covered in the PM. Adequate preparation for this unit is essential otherwise candidates are likely to be at a disadvantage and marks will suffer as a result.

Most candidates were able to access all of the questions set. Very few questions were left unanswered. There was evidence that the majority of candidates had been adequately prepared for the examination. Where performance was poor this often reflected a failure to answer the question as set, and/or misunderstandings of some of the core material found in the Specification. As in previous examinations many candidates answered some questions in general rather than specific terms.

There was clear evidence that centres had prepared candidates appropriately for this paper by developing case studies in addition to the one presented to them in the PM. This does not, however, mean that candidates always made the best use of these preparatory case studies.

What was particularly good

1. Again there was a general willingness and ability to make reference to the key ideas and concepts relating to this unit and to other units in the specification. However note should be made of the first comment in the weakness section.
2. Candidates generally performed well in question 7, where good use was made of the PM information relating to Malham.
3. Again there were fewer examples of inappropriate case studies being used in the final question.
4. There was evidence that a range of case studies are being covered by centres in preparation for this examination.

What was not so good

1. There is still a tendency for candidates to answer questions in general terms rather than in the context of detailed examples, whether drawn from the PM or from candidates' own knowledge. Answers need to have specific references to illustrate the ideas and concepts being considered, for example when dealing with the multiplier effect or the particular requirements and characteristics of the business tourist.
2. The concept of business tourism was often poorly handled in the context of York.
3. Many candidates still refer to 'litter' and 'pollution' as major impacts without any development or sense of balance and specific applicability.
4. Many candidates have difficulty in presenting clear and balanced arguments relating to social/cultural impacts.

Question 1

This question was related to Item B in the PM which presented data relating to employment within the Local Authority areas of North Yorkshire.

In part (a) some candidates were able to manipulate the figures in a meaningful way by making comparisons and simple calculations based on the data presented. Others simply quoted figures without attempting to make comparisons between areas or between total employment and percentages employed in tourism.

In part (b) the question asked how the data helped in understanding the impact of tourism in these areas of North Yorkshire. Many candidates simply repeated elements of what they had presented in part (a) without developing the impact idea.

Question 2

This question was concerned with business tourism in York and was supported by a range of detailed information in the PM.

In part (a) the candidates who understood the concept of business tourism scored well here, using the PM source accurately.

In part (b)(i) these same candidates also gained marks for highlighting the detailed economic impacts linked to business tourists. However many candidates did not make the specific business link clear.

In part (b)(ii) the question required an understanding of the role of the tourist organisation *Visit York*. Many did not appreciate this coordinating/marketing role and thought that *Visit York* itself could build hotels and visitor attractions, and improve infrastructure. The business tourism context only added to the difficulties experienced by many candidates.

Question 3

This question was built around information in the PM relating to the York Walls and York Minster.

In part (a) the negative environmental and socio-cultural impacts of visitors on these two attractions were generally well appreciated.

In part (b) most candidates were able to make some reasonable suggestions as to how these impacts could be minimised.

Some candidates widened their answers to York attractions in general rather than concentrating on the two attractions referred to in the question.

Question 4

This question focussed on the information given in the PM which related to the *2007 Tourism Strategy for York*.

Most candidates were able to appreciate the possible views which might be put forward by local residents. The majority did show that a balance between positives and negatives would be likely. This proved to be a widely accessible question.

Question 5

This concerned the *Countryside and Rights of Way Act 2000*, which was referred to in the PRM. Most candidates were able to highlight likely problems for the Yorkshire Dales National Park, although many did not give enough supporting detail or develop their answers enough to score high marks.

Question 6

This question related to two examples of local conflict within the village of Malham.

In part (a) most candidates showed a basic understanding of the conflicts but their sense of place was often weak and this led to inappropriate comments on the conflicts presented to them in the PM.

In part (b) answers tended to be very simplistic and many candidates failed to see the differences between private sector businesses and the special case of the Yorkshire Dales National Park Visitor Centre. A few candidates did attempt to widen the scope of the conflicts beyond Malham itself. This was creditworthy when handled well with specific detail used in the answer.

Question 7

For many candidates this was their best longer answer question.

The PM was well used and the problems of managing tourism impacts in an area such as Malham were understood by the majority. The sense of place was much more apparent in answers to this question.

Question 8

This final question invited candidates to select material from their own case studies. All candidates who attempted the question (the vast majority) were able to draw on their own appropriate examples. However the socio-cultural impacts requirement of the question proved difficult for weaker candidates who either strayed into economic and environmental impacts and/or offered very limited stereotypical answers lacking in specific detail.

The most common examples were drawn from Majorca and Gambia but were often dealt with at a general country level rather than at the level of specific locations. Many candidates were able to refer to more than one example, often choosing from both the MEDW and the LEDW. This is encouraging and suggests that centres are widening their case study coverage.

Suggestions for teachers to prepare future TT11 candidates

1. Students should practise writing answers to previous papers, both individual questions and complete papers. They should be told about weaknesses identified in previous reports on the examination.
2. Students should be encouraged to develop a more balanced and realistic appreciation of specific socio-cultural impacts of tourism. Currently this seems to be an area of weakness.
3. Make sure that case studies considered in teaching this unit have strong impact management elements built into them, for both the MEDW and the LEDW.

Mark Ranges and Award of Grades

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