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Cambridge Career Award in Travel and Tourism - Modules

TRAVEL AND TOURISM CORE MODULE

Paper 5261
Advanced

General comments

The entries for this exam showed a good improvement in the understanding of the Exam Paper. Candidates are now more familiar with the layout of the exam and what is expected from them. Most candidates are able to complete the exam in the given time and have shown evidence of wide ranging revision techniques and underpinning knowledge of the syllabus.

As in previous sessions the question that seems to give the most problems is **Question 2**. As previously stated this question relates to Marketing and Promotion and candidates are often unfamiliar with this question and as a result score least marks.

For future reference please note that the format for the examination will continue as follows;

Question 1   Based on Module A   Travel and Tourism Development

Question 2   Based on Module B   Marketing and Promotional Techniques

Question 3   Based on Module C   Destination Management

Question 4   A general question based on any of the above three modules giving candidates the opportunity to relate to destinations they have studied.

The decision was taken for this examination to reduce the amount of stimulus material that candidates had to read and study. This would appear to have benefited many candidates. In previous examinations there has been a lack of study of the given material with candidates answering the questions from their own knowledge rather than referring to the examples given. It must be stated the candidates must make use of the stimulus material when answering questions and the fact that this has now been reduced should benefit candidates now and in the future.

Comments on specific questions

Question 1

(a)   Candidates have learned objectives well and are able to identify and explain without any difficulty.

(b)   This question was either answered well if candidates knew the meaning of a strong exchange rate or was mis-interpreted. Some thought that it had a negative effect on visitor spending and as consequence received no marks. Travel and Tourism candidates should have an understanding of the effects of currency fluctuations worldwide.

(c)   Candidates should note the number of marks awarded to questions. This was a 10 mark question and as such should have had an in-depth answer. Few candidates scored high on this and failed to address the positive and negative effects. Vague references to negative effects were given

(d)   It was pleasing to see that this question was answered quite well. There has been difficulty in past papers with regard to the role of organisations and this problem would seem to have been overcome in this session. Many candidates referred to marketing and promotional techniques which were acceptable in this instance.

Question 2

(a) A poorly answered question. The question clearly states that Malaysia is divided into different geographical areas. Almost all candidates quoted theoretical answers without referring to Malaysia in particular and failed to score full marks.

(b) Very well answered question with good use of stimulus material

(c) If candidates had read the information provided they were able to answer this question quite well.

(d) Candidates found this question difficult and were unable to apply the theory to the article. More practice with articles etc. should help in future to recognise marketing communication methods.

(e)(i) A conference for a number of differing organisations is a developing or undifferentiated strategy. Most candidates answered this as an attacking strategy or used AIDA. There was difficulty here which led to the second part of the question being affected.

   (ii) A very poor response to this question as candidates who could not identify the correct strategy were unable to answer this part of the question.

Question 3

(a) This question was generally answered quite well

(b) Many candidates were able to identify 2 further activities but lost marks because they could not extend their answers to give a reason for their appeal. This was in the main 2 marks lost.

(c) This was a level of response question with the command verb 'discuss' candidates were unable to give sufficient depth to their answers in some cases. Employment in Botswana is mainly due to the private sector and this was an example of a question that candidates did not relate to the article for clues and information.

(d) It was pleasing to see that this question was answered quite well. In particular the environmental aspect was discussed in some depth. Candidates were less sure about the economic impact, however there was good evidence of understanding of this question.

(e) Very good responses to this question with a clear understanding of the benefits of a triangular relationship.

Question 4

(a)(i) Many candidates answered this question as 'selling artifacts' as an objective, therefore not recognising the wider issues.

   (ii) Making a profit was the most common answer without any further development or explanation – therefore only gaining 1 mark.

(b) This was answered well with many candidates achieving full marks

(c) Some candidates were unable to gauge the impact of tourism on the Arctic. There were some totally inappropriate responses such as build less multi-storey hotels, shops, nightclubs etc.

(d) If candidates were able to name a voluntary organisation this question was answered extremely well. Most gave 'Greenpeace' as an example and were able to give a good free format answer.