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Cambridge International Diploma in Travel and Tourism - Modules

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TRAVEL AND TOURISM CORE MODULE

<p>Paper 5261</p>

<p>Advanced</p>

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. Some new Centres have shown evidence of excellent teaching and learning of the syllabus and have been able to apply knowledge and understanding in an effective manner.

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**. Candidates seem reluctant to address marketing principles after answering **Question 1**. This format will not change and candidates should be aware of this in advance of the exam.

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.	

As in the previous exam, the decision was taken 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. The candidates must make use of the stimulus material when answering questions and, the fact that this has been reduced, should benefit candidates now and in the future.

Comments on specific questions

Question 1

- (a) Generally well-answered with most candidates being familiar with economic objectives.
- (b) Some misinterpretation of this question with some candidates describing the advantages of booking a package holiday as opposed to starting a holiday in Delhi. The candidates who understood the question were able to score quite well.
- (c) This question was answered very well. Preservation and promotion was understood by the majority of candidates.
- (d)(i)(ii) Advantages to India's monuments was very well answered by mainly in depth reasons, however the advantages to International organisations i.e. was less well answered. The article referred to UNESCO and the International Development Fund but candidates failed to realise and explain the significance of these international organisations.
- (e) This question was aimed at the benefits of a partnership between the Indian government and private organisations willing to invest in India. The majority of candidates answered this question briefly and only achieved Level 1 due to the fact that they had only quoted directly from Fig. 1c.

Question 2

- (a) This first question in the marketing section was misinterpreted with the majority of candidates explaining why it was a good idea for India to offer a range of holidays. Candidates must make sure that they understand that **Question 2** will refer to marketing principles. The answer should have been related to attracting as many visitors as possible. Due to the level of interpretation allowances were made for this question.
- (b) This question was generally well-answered with most candidates being able to give an advantage and a disadvantage.
- (c) Little reference to marketing principles were given for this question. Most candidates gave the advantages of advertising in newspapers in general terms.
- (d) Questionnaires and surveys were accepted on this occasion, however, the correct response of direct mail or direct response was given by a relatively few number of candidates.
- (e)(i) Generally well-answered, candidates recognised and were able to explain the advantages.
 - (ii) Marketing strategies were rarely mentioned but methods of promotion were. Candidates must take care when reading and interpreting the questions.

Question 3

- (a) Good answers given for this question and for the whole of **Question 3** overall.
- (b) This question posed some difficulty; it may have been due to the fact that some candidates were unaware of the geographical proximity of the two countries. Many candidates gave the fact that it was like a European destination. This was credited.
- (c)(i)(ii) Good response with correct answer by almost all candidates.
 - (iii) As above, this question was answered very well and the concept of partnerships was clearly understood.
- (d) Clear interpretation of the question with good use of article to formulate analytical comments.

Question 4

This question was the best answered question of the paper. Candidates easily understood the questions and were able to interpret the articles fluently.

- (a) Clearly understood, most candidates achieved 2 marks.
- (b) Good answers given, most candidates recognised the impact of 'all inclusive' holidays.
- (c) Unfortunately, some candidates continued with discussing at length the *economic* impact and failed to gain any marks due to misinterpretation. The question clearly stated social or cultural advantages and this question was either answered excellently or poorly, depending on the interpretation.
- (d) Some candidates repeated the answer to (b), however in the main this question gave candidates the opportunity to write about sustainable tourism. Some very good detailed responses were given.