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# TRAVEL AND TOURISM ADVANCED LEVEL

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Paper 5261

Travel and Tourism Core Module

## General comments

The entries for this exam showed a mixed range of responses from Centres, however there was good evidence of the underpinning knowledge of tourism development and marketing in the exam paper. Candidates are now more familiar with the layout of the exam and what is expected from them. Some 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, whereas others have lost marks through misinterpretation of the questions. Candidates are writing fluently on many theories of tourism development; however, they should be made aware that the 'quantity' of theory does not always relate to maximum marks if this is not set in context with the question.

Most candidates were able to complete the exam in the time given. Centres should encourage candidates to annotate the question paper when necessary, particularly when a lengthy case study is presented. It is also worth noting that examination papers should be kept by Centres and not returned with the answer papers.

Candidates are now more familiar with **Question 2** which is the Marketing question. The order of the questions will not change and candidates should be aware of this in advance of the examination and ensure that they only answer the Marketing responses in **Question 2**.

In **Question 1**, Figure 1, a small article on the role of the TIANZ was omitted from the exam paper. The majority of candidates were still able to answer this question as they recognised that this was a public sector organisation and were able to quote a reasonable response. Examiners are fully aware of this and the marks for this question have been taken into consideration.

For future reference, and as previously stated, please note that the format for the examination will continue as follows:

- |                   |   |                                      |
|-------------------|---|--------------------------------------|
| <b>Question 1</b> | Based on Module A   | Travel and Tourism Development       |
| <b>Question 2</b> | Based on Module B   | Marketing and Promotional Techniques |
| <b>Question 3</b> | Based on Module C   | Destination Management               |
| <b>Question 4</b> | 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 examination there was a reduction in 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 all questions.

## **Comments on specific questions**

### **Section A**

#### **Question 1**

##### *New Zealand*

*There was a small piece of material missing from the case study in this question, which particularly referred to the role of TIANS (part (c)) as a result of this the mark scheme was adjusted accordingly and candidates were credited with a general response to public sector organisations.*

- (a) Excellent responses from all Centres, with the exception of one Centre that had a large entry and all candidates answered this question with access, accommodation and transport. This caused an immediate loss of 6 marks as the question was misinterpreted.
- (b) Generally well answered with the majority of candidates answering transport and accommodation better than visitor attractions. Many candidates answered this with a response (shut visitor attractions down to save energy) this was a misinterpretation of the question.
- (c) See above. Due to the fact that some information was omitted from the case study the mark scheme was revised for this question and candidates were not therefore disadvantaged. All references to promotion and public sector role in the development of tourism to New Zealand were credited.
- (d) This question was particularly well answered from an economic point of view and most candidates stressed the positive impacts. This was on the whole the major response to this question, however there was little reference to the fact that the increase in visitor numbers could also have a socio/cultural effect. Limited reference to Maori culture was made.

#### **Question 2**

##### *Marketing and Promotion*

- (a) Very little evidence of marketing was given in response to this question. Most candidates stated the advantages of partnership in a tourism development context. Little reference was made to the fact that the NZ Maoris' have little marketing experience.
- (b) This question was generally well answered with most candidates responding with the standard answers from the syllabus.
- (c) Updated imagery of Northland was answered very well and candidates were able to refer to a wide range of methods to improve and promote the area. In the second part of this question, which referred to the signposting of Maori districts, there were mainly confused answers. Candidates should refer to the case study and try to contextualise their responses in light of the information provided.
- (d) Marketing strategies should be a familiar topic with candidates as it is a major assessment objective. The problem seemed to be the fact that candidates were not able to put a marketing strategy to the information provided.
- (e) This was a level of response question and most candidates did very well with this answer. Very good examples, methods and evaluative comments were given. Most candidates are familiar with the effectiveness of T.V. and film, in particular 'The Lord of the Rings'.

### Question 3

#### *Red Sea Egypt*

- (a) This was a 6 mark question and many candidates only scored 3. The reason for this was because they had identified why people travel to the area but had not gone further to explain why. Candidates are advised to check the number of marks awarded for each question to enable them to achieve maximum marks when possible.
- (b) The same happened to this question. Candidates were able to identify two activities but very few went on to explain a reason for their appeal. (See above.)
- (c) This question was answered very well and many candidates gained maximum marks for some well developed answers. There was excellent recognition of the fact that this area of Egypt is rapidly developing and reference was made to gaining a competitive advantage.
- (d) This was a familiar topic and candidates should be able to apply the principles of destination management in a variety of contexts. On the whole this question was answered quite well by candidates who had referred to a 'triangular relationship' and those who had recognised the part that the public and private sector have to play.

### Question 4

#### *Egypt*

- (a) A familiar question that was answered very well. The majority of candidates are able to explain the objectives of all the sectors.
- (b) The case study for **Question 4** was quite long and in cases such as this it is common practice for candidates to highlight or underline key passages during the examination. This would have helped them to answer this question as specific information was contained within the passage. This question was poorly answered and gave very little indication of funding or planning for sustainable tourism.
- (c) This question was answered particularly well. Candidates have sound knowledge of the negative environmental impacts of tourism development and are able to write fluent responses to such questions.
- (d) Although the answer was in the case study there was little evidence of specific methods. Many candidates gave general responses to this question and failed to gain maximum marks.