

# TRAVEL AND TOURISM ADVANCED CORE MODULE

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Paper 5260/01

Paper 1

## General comments

The entries for this examination continue to show a general understanding of tourism development and destination management. Candidates are more familiar with the layout of the examination and what is expected from them. Most candidates are able to complete the examination 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. It is essential for Centres to emphasise the layout of the paper and for candidates to be aware of the underpinning knowledge required for **Question 2**. All too often candidates are not applying Marketing principles to this section of the paper. This will not change and centres are encouraged to ensure that candidates answer **Question 2** solely on the marketing and promotion theories that they have learned.

Candidates continue to have difficulty with the concepts of economic, environmental and social/cultural impacts or benefits. Centres must stress the key differences between these three important principles and candidates should be practised in learning and recognising the key words to enable a better understanding of the questions.

For reference purposes 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 further opportunity to relate to destinations they have studied.	

Candidates are expected to use the information given in the case studies to enhance their answers. There is evidence of candidates learning the assessment criteria and using this as a standard response to questions. This is not rewarded sufficiently as the answers given are rarely in context with the destination and lead to misinterpretation of key information, often given in the stimulus. General answers without specific reference to the case studies have not been credited accordingly.

There were very few instances in which candidates did not complete the examination.

## **Comments on specific questions**

### **Question 1**

#### **Namibia Case Study**

- (a) Generally very well answered with most candidates achieving full marks, with responses as the mark scheme.
- (b) This question asked for social and or cultural benefits for the people of Namibia, however there continues to be confusion of the differences between economic and social benefits. This question carried 6 marks and very few used the information in the case study. As a result many only achieved 4 marks.
- (c) Bio –diversity was recognised and explained well.
- (d) The majority of candidates were able to easily identify two natural features from the case study.
- (e) Advantages of partnerships continue to be a challenging question. In this particular question many candidates only gave advantages of the public and private sectors. Many described the roles of the public and private sector and only a few were able to link all three sectors effectively to gain maximum marks.
- (f) Classification schemes were generally quite well understood. Good references were given to the importance of consistency and the majority of candidates gained at least level 2 marks for this question.

### **Question 2**

#### **Marketing and promotion of Namibia**

- (a) This question should be familiar to those candidates who have revised with past papers and generally good responses were given.
- (bi bii) These were two mark questions, however many candidates wrote extended paragraph answers. This is unnecessary and generally the responses given were not in context with the promotional advertisement for Namibia.
- (c) Despite a detailed article relating to the role of the Advantage Management Group, this question was not answered at all in context. Detailed responses were given of the advantages of advertising but not of the benefits of using an advertising agency. Examination techniques in the interpretation of questions needs to be developed more in some Centres.
- (d) This question was well answered but not well developed. Many candidates achieved a maximum of four marks as they stated and not explained advantages and disadvantages of distance learning and agents' familiarisation trips.

### **Question 3**

#### **Cancun –Mexico Case Study**

- (a) Well answered with many candidates achieving full marks for describing factors leading to the increase of tourist numbers to Cancun.
- (b) The most common response was 'American style shopping malls' followed by easy access. There was a general lack of understanding relating to political and social issues.
- (c) This was a six mark question as it related to both preservation and promotion of archaeological sites, however many candidates only addressed the preservation and not promotion.

- (d) This question related to the role of destination management in Cancun. There was little evidence in the responses given of the key principles of destination management i.e. developing the triangular relationship, a range of facilities etc. There was however a broad description of the natural and archaeological features of Cancun.

#### **Question 4**

##### **Volunteer Tourism in Nepal**

The final question on the paper was based around the role of voluntary organisation working with local people in Nepal.

- (a) This was very well answered with many candidates using their own knowledge together with information from the case study.
- (b) For those candidates who knew the term 'multiplier effect' the responses given were very good.
- (c) For those candidates who knew the term 'leakage' the responses given were very good.
- (d) This question related to the principles of sustainable tourism. There were some lengthy responses to this question which only carried four marks. Many candidates repeated answers from **Question 1** relating to the role of the voluntary sector. There was poor interpretation of this question.
- (e) Very few candidates gave an example of a destination other than the one in the case study. This question caused difficulty for many candidates who often reverted to describing care for the environment or the economic impact of jobs and income. Candidates must differentiate clearly the objectives of economic, environmental and social and or cultural differences before sitting the examination.

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