

# TRAVEL AND TOURISM ADVANCED LEVEL

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Paper 8958/5260

Travel and Tourism Core Module

## General comments

The entries for this examination continued to show a general understanding of tourism development and destination management; however, this session, the standard of candidates' responses was a little disappointing. Although candidates were familiar with the layout of the examination and what was expected from them, there seemed to be some fundamental mistakes – particularly with **Question 2** which is always the Marketing and Promotion question. Most candidates were able to complete the examination in the given time and showed evidence of wide ranging revision techniques and underpinning knowledge of the syllabus.

As previous sessions, the question that seemed to give the most problems was **Question 2**. As stated above, this question relates to Marketing and Promotion but several candidates were unfamiliar with this type of question and as a result scored 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 did not apply Marketing principles to this section of the paper. The focus of this question 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.

The question that posed the greatest challenge to candidates related to the development of the infrastructure. This is a key component in Tourism Development and Destination Management and should be learned and applied for future use.

Candidates continued 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; they should have practised learning and recognising the key words to enable a better understanding of the questions.

Candidates are expected to use the information given in the stimulus material to enhance their answers. There was evidence of candidates learning the assessment criteria and using this as a standard response to questions. The answers that were given were rarely in context with the destination and led to misinterpretation of key information, often given in the stimulus. General answers without specific reference to the stimulus material have not been credited accordingly.

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

## Comments on specific questions

### *Section A*

#### **Question 1**

#### **Caribbean Tourism and Barbados**

- (a) Well answered, candidates were familiar with economic objectives and scored well.
- (b) Factors were sometimes difficult for some candidates as they tended to give reasons such as entertainment and facilities. This question asked why *International Hotels* are popular in the Caribbean and most candidates were able to account for more than one factor.

- (c) (i) Dive Tourism was answered very well and some excellent responses were given.
- (ii) Inter-island Tourism was misunderstood by many candidates and, therefore, marks were lost.
- (d) This question asked for a discussion of the roles of two organisations, one public sector and one private sector. The candidates who could recognise the sectors scored very well.
- (e) Candidates had to analyse the positive impacts of tourism development, therefore were intended to address how the host population could benefit. Many candidates just identified both positive and negative impacts of tourism. Candidates should try to underline the key command verbs on the question paper as part of revision techniques.

## Question 2

### Marketing and Promotion of Barbados

- (a) Continuous marketing of destinations is important in tourism development terms but many candidates failed to answer this question in Marketing and Promotional terms.
- (b) Candidates were asked to discuss the advantages and disadvantages of television marketing campaigns and, on the whole, the question was answered well; many candidates scored high marks.
- (c) This question was poorly answered as many candidates explained why viewers should call a travel agent and not how effective this type of strategy was. There was very little reference to marketing strategies.
- (d) Many candidates failed to understand the question and wrote about the AIDA principle instead. The question referred to a quiz to enter a prize draw and candidates were asked to give reasons why this marketing communication method was used.
- (e) Candidates were required to analyse the effectiveness of Sales Promotion but the question was poorly attempted. This was a generic question and candidates should have been able to recall their marketing theory and apply it to worldwide destinations.

## Question 3

### European Cruising

- (a) Again, it was factors that seemed to cause a problem for this question which was quite simply – why are European cruises popular? There were many diverse responses.
- (b) Many candidates answered this question incorrectly as they presumed that European cruises were ‘very cold’ and tourists preferred to stay in the Caribbean. Those who understood the question scored well.
- (c) The question asked for reasons why it is important to develop the infrastructure around cruise terminals. There were many references to crime, prostitution loss of jobs and income and very little related to destination management and the safe removal/embarkation of cruise passengers. This question was by far the worst attempted this series.
- (d) Candidates were asked for positive and negative economic impacts of tourism but many candidates gave environmental as well as social and cultural.

**Question 4**

**Sandal's Resort (All inclusive holidays)**

- (a) The concept of all-inclusive holidays was well understood and the question was answered well, in fact all of **Question 4** was probably the best answered question on the paper.
- (b) Two disadvantages of all-inclusive holidays were very well described with most candidates achieving maximum marks.
- (c) The only problem with answers to this question was that many candidates gave economic reasons instead of social and cultural advantages if fewer all-inclusive holidays were taken.
- (d) Sustainable tourism is a concept that if learned candidates can apply and answer to a very good standard. This was the case with the final question of the paper – it was either answered extremely well or not at all. Candidates should be able to apply theories to the given case studies.