

TRAVEL AND TOURISM CORE MODULE

Paper 8957/5250

Travel and Tourism Standard Level

General comments

There was quite a large entry for this examination session and there was some further evidence that candidate performance continues to reflect the advice given to Centres in previous reports. However, only a minority of candidates are able to fully demonstrate both an understanding and an appreciation of the international Travel and Tourism industry at a variety of scales. There was some accurate reference being made to developments in a variety of locations but far too many candidates simply rely on quoting evidence and exemplification from their local areas. There were some very good scripts but there is still a wide variation between Centres in terms of the level of candidate performance.

There are still many instances of candidates ignoring the precise wording of individual questions and more specific comment will be made about that in the following sections. However, many candidates still appear to struggle with the actual requirements of particular questions and Centres are now once again encouraged to make the following "Key Word" definitions part of their examination preparation sessions.

Key Words	Meaning/expectation
Identify	Simply name, state or list.
Describe	State the characteristic features of something.
Explain	Make the meaning of something clear by providing appropriate valid details.
Discuss (includes the ability to <i>analyse</i>)	Provide evidence or opinions about something arriving at a balanced conclusion. The candidate is being asked to consider an issue and is thus expected to present an argument, with evidence, to support a particular point of view and thus come to a conclusion.
Evaluate (this also includes the ability to <i>analyse</i>)	Judge from available evidence and arrive at a reasoned conclusion. The candidate is expected to present a number of factors or issues and then weigh up their relative significance or importance.

Candidates who are unable to respond in an appropriate way to these command verbs will always have difficulty in obtaining the higher marks for questions that are assessed by means of 'Levels of Response'. There is little evidence that candidates are making an effort to end their answers to the last part of each of the four questions with any form of valid conclusion. A valid conclusion, based on the previous points made or considered, is clear evidence of evaluation taking place and will thus usually warrant a score in Level 3 (5-6 marks).

Most candidates were able to answer all four questions within the time available.

Comments on specific questions

Question 1

- (a) The interpretation of the photographs produced a clear differentiation, with a surprising number of candidates failing to clearly identify the Great Barrier Reef, Ayres Rock and Sydney Harbour Bridge.
- (b) Candidates tended to copy the stimulus material without giving sufficient thought to the precise wording of the question. Essentially candidates were expected to identify three advantages of taking the advertised tour (such as guide, luxury coach and superior accommodation) and then provide an explanatory comment to highlight the appeal of each aspect. The latter was frequently neglected thus limiting the amount of credit that could be awarded.

- (c) (i-iv) Answers to these four questions clearly showed that most candidates have a rather limited understanding of world climatic zones. Northern Australia, as clearly indicated on Fig. 1, has a tropical climate while Tasmania's is temperate. Many candidates were unaware that local time in Perth will be behind that in Sydney. Few candidates were aware that central Australia is an arid area with desert-like conditions and thus heat and drought will be obvious natural hazards.
- (d) There tended to be more thoughtful answers to this question and candidate performance was frequently better than for **part (b)**. However, candidates frequently repeated themselves and there was too much emphasis given to the role of guides. Very simply, this was a question about environmental impacts and candidates were simply being invited to suggest and explain strategies that might be used in a protected area, such as the one shown in Location B. Higher marks were usually awarded to answers talking about access times, signage, charges and pre-set routes.
- (e) Answers tended to be very limited and the vast majority of candidates were unfamiliar with a known example. This is very surprising because previous examinations have featured the Eastern Orient Express and the Blue Train. Answers lacking precise information could never really offer any real analysis of traveller appeal and it was a struggle for any answer to reach Level 2. To help clarify what was expected, the following account would have warranted a score in Level 3.

The Golden Chariot train tours will appeal to luxury travellers for a variety of reasons. This Indian rail service uses a 5 luxury train and all cabins have LCD TV and access to wi-fi. They are tastefully furnished and guests have every comfort on the tour. The train also has a spa and gym. These are leisure facilities associated with the best hotels. The train also has two restaurants and a lounge bar and guests will thus have plenty of choice for rest, relaxation and entertainment as they undertake their tours.*

Question 2

- (a) The vast majority of candidates were able to identify Los Angeles and Hong Kong.
- (b) Many candidates were unaware of what ground services involve and many answers scored no credit because of this. Far too many individuals wrote about cabin services and facilities instead of making reference to the chauffeur service, dedicated check-in and lounge access. When these were explained, candidates frequently obtained full marks.
- (c) (i) Many candidates had ideas about why personal presentation was important but few could state clearly that it creates a good impression, meets customer expectations and gives a positive image of the company. However, most candidates managed at least one credit-worthy statement.
- (ii) Again, most candidates had the correct idea but many had difficulty in making sure of maximum credit. Few mentioned this being a customer service issue, meeting a specific customer need and tended to write about communication in more general terms.
- (iii) Few candidates contextualised this in Health and Safety terms but tended to concentrate on dealing with an emergency. However, there were many perceptive comments along the lines of difficulty in finding a hospital at 37,000 feet!
- (d) A very mixed response to this question with the better candidates identifying the more significant features/advantages. Weaker candidates had lots of vague answers and many quoted the 5 features of Air New Zealand i.e. leather armchairs, lie-flat beds, entertainment, wines and cuisine. Credit was awarded to all valid suggestions such as cheaper than hotels, can accommodate several people, stop where and when convenient, no need to book rooms in advance, flexibility, more of country seen etc.
- (e) Marks were most often earned incidentally by candidates being able to name two types of accommodation. A large proportion of candidates did not really understand the question because they tended to describe the different types of board available to guests in serviced and self-catered accommodation rather than the different types of accommodation suppliers available in a chosen destination. Only a minority progressed to Level 2. To help Centres clarify the issues raised by this question, the following account would have warranted a score in Level 3.

Dubai has a range of accommodation options ranging from the Burj Al Arab (the world's first 7 hotel), business hotels such as Emirates Towers to more budget properties with 3* or less. The Burj Al Arab meets the needs of luxury travellers with all rooms being suites and offering butler service. Leisure travellers have plenty of choice along Jumeirah Beach with all hotels being 4 or 5* and these hotels have over 90% occupancy most of the year. They provide beachfront locations, are only 40 minutes from the airport and offer value for money discounts during summer and Ramadan.*

Question 3

- (a) Most candidates were able to identify the four cruise circuits itemised in Fig. 3.
- (b) Most answers obtained credit for quoting that “cabins are external and most have balconies” and a variety of valid points were made by many individuals. However, many candidates did not follow the wording of the question and a common error was the quoting of cruise ship services and features such as spa, pool, jacuzzi, etc. These were not features of cabin accommodation and thus gained no credit.
- (c) Many candidates provided rather muddled responses and far too many individuals seemed to be unaware that the Mediterranean is in the northern hemisphere and that the period from April to October is therefore not winter. However, credit was given for ideas relating to peak season and levels of demand.
- (d) Few candidates could give four correct destinations calling into question the current levels of destination awareness amongst the candidates. This question tested simple locational knowledge and Centres are advised that similar questions will be set in future examinations.
- (e) The question invited the candidates to discuss procedures not to describe them. This basic misconception explains why so many answers failed to progress beyond Level 1. To help clarify what was expected, the following account would have warranted a score in Level 3.

The agent is expected to interpret customer requirements correctly and check availability and prices of suitable options. Once arrangements are confirmed, the agent will prepare a reservation file and itinerary for the customer and record payment. This forms a contract with the customer which will now be binding once full payment is made. From the customer's point of view the most important aspects are the making of a booking/reservation and the safe receipt of all travel documents.

Question 4

- (a) Many candidates were able to identify four positive economic impacts from the information contained in Fig. 4. However, this was not always the case and far too many weaker individuals either just listed a number (presumably for one of the five numbered bullet points) for each response or just simply copied a part of one of the five paragraphs.
- (b) Most answers contained appropriate comments related to leakage. Very few individuals commented on seasonal/part-time work or posts going to foreigners.
- (c) Answers were frequently sound and this was one of the better answers in terms of candidate response indicating that it is both well taught and understood. However, a small minority included economic impacts which did not score credit and candidates penalised themselves by not answering the question properly.
- (d) This question did not suit some candidates and many answers tended to be vague. Even if the chosen festival was appropriate, not many candidates said enough, in terms of the details provided, to earn all four marks available. Some festivals were rather vague e.g. Chinese ceremony. Diwali and Eid were popular choices. The former scored better as there was usually a greater concentration on the appeal to visitors.

- (e) Many answers failed to fully understand the role of national tourist boards in terms of overseas promotion. Far too many candidates chose to write about the provision of services within the home country and thus neglected the overseas dimension required by the question. Answers were again rather descriptive and this very much limited progression into Levels 2 and 3. To illustrate what was required, the following account would have warranted a score in Level 3.

National Tourist Boards use a variety of marketing and promotion methods. Most have extensive websites which make destination information available to the world thus maximising market potential. Overseas offices make materials available to key target markets so they will often run publicity campaigns to promote events and attend travel fairs to showcase tourist facilities etc. However, the fact that most boards host familiarisation visits suggests that these are a very significant part of any marketing and promotion strategy. Such visits will mean that overseas agents will have firsthand experience of the destination and it is they who will advise potential visitors about the destination and influence their choice.

TRAVEL AND TOURISM STANDARD LEVEL

Paper 8954/5251

Travel and Tourism Core Module

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TRAVEL AND TOURISM STANDARD LEVEL

Paper 8957/5252

Marketing and Promotion

General comments

The level of understanding by candidates was generally pleasing and most candidates were able to complete all of the questions within the time allowed.

Performance overall varied in line with the range of abilities of the candidature. Most were able to respond at a basic level to all questions, and better performing candidates demonstrated some skill in extended answer writing, where questions required more vocational application rather than factual knowledge.

As on previous occasions, the question paper comprised 4 questions each worth 25 marks, each based around travel and tourism related case study material.

Comments on specific questions

Question 1

The scenario for this set of questions related specifically to the developing ecotourism market in Turkey.

- (a) Candidates were expected to use the results from a situation analysis to complete a PEST table. As has often been the case with this type of question for this module, many candidates identified more than the target number of four influences. The majority of candidates scored at least three out of the four available marks for this question.
- (b)(i) Many candidates experienced some difficulty differentiating between strengths and priorities in this question and many candidates did not seem to realise that the priority they chose had to be **within** the control of Turkish Tourism Authorities.
- (ii) Many candidates were able to identify one of the many threats to ecotourism projects in Turkey, to achieve the mark for this question.
- (c) This question required candidates to demonstrate their understanding of how marketing and promotion can be used to overcome negative influences on the ecotourism projects in Turkey. Many candidates were able to show some understanding of the marketing actions that could be used to this effect in general terms, with some better performing candidates using applied amplification to good effect.
- (d)(i) The majority of candidates were able to produce an accurate representation of the product life cycle with valid labels. Several weaker candidates confused the sequence of the stages or omitted at least one stage, thus reducing their access to marks in this question.
- (ii) Most candidates were able to respond to this question, selecting an appropriate stage of the life cycle model for Turkish ecotourism projects and justifying their choice of stage.
- (e) This question enabled candidates to demonstrate their understanding of the marketing mix within an applied context. Weaker candidates made reference only to the 4 P's of the marketing mix, with little or no attempt to apply these within the context of Turkey. Better performing candidates made an association for each of the 4 P's within the specific context of ecotourism.

Question 2

This series of questions used the product portfolio of 'Global Travel' as its focus.

- (a) (i) Many candidates could define the term brand loyalty although weaker candidates defined only the term brand and thus did not achieve the mark for this question.
- (ii) Although many candidates attempted to give examples of how visitor attractions influences brand loyalty, few candidates achieved full marks for their responses here. Responses tended to be very generalised about good quality customer service, or examples were not specific to the travel and tourism industry as required by the question.
- (b) Brand switching was understood by many of the candidates, and better responses gave good exemplification of the type of techniques used by travel providers in influencing the buying decisions of customers.
- (c) Many candidates did not fully understand how to approach this question. Candidates should have identified four different market segments that 'Global Travel' appeals to through its product/service portfolio. Weaker candidates merely listed the different products but did not make an association with the market segments. Better answers used segments such as business travellers, families etc. or named segmentation characteristics such as lifestyle or geographical to achieve the marks.
- (d) This question required candidates to examine the benefits of online distribution both directly with customers and through a trade only link. The majority of responses provided a good insight into the benefits of online distribution channels from both the customers' perspective and for the provider. Few candidates were able to demonstrate an understanding of the concept of 'trade-only' links within the distribution channel.
- (e) Most candidates achieved good marks for their answer to this question about the effectiveness of e-brochures as a promotional method. There was quite a lot of repetition from the previous question regarding the benefits of being able to book online at the same time, but credit was awarded for the recognition of the cost and time saving advantages that travel providers gain from e-resources compared with printed materials.

Question 3

This question was unlike the others for this paper, as it did not have an industry scenario as a focus. Instead this question used the price element of the marketing mix as its main emphasis.

- (a) (i) Many candidates could accurately describe market skimming as a pricing policy. Weaker candidates chose examples outside the context of the travel and tourism industry, thus limiting their marks here.
- (ii) More candidates were familiar with the concept of variable pricing, giving appropriate examples.
- (b) (i) Answers to this question varied enormously. On the one hand, better performing candidates recognised that value for money is associated with what something is worth, depending on the customer's expectations. On the other hand, weaker candidates confused 'value for money' with 'value of money' and wrote inappropriately about exchange rates etc.
- (ii) This question required candidates to consider how value for money could be achieved through a package holiday and its associated features of the chosen destination. Most candidates attempted an answer but only the better performing candidates were able to score marks, by recognising that value for money links closely to customer satisfaction.
- (c) This question was least well answered out of all of the questions on this paper. Many candidates were able to infer that price makers were those setting a price but many incorrectly thought price takers were customers.
- (d) This question on factors affecting price was generally well answered. Most candidates identified a range of internal or external factors with weaker candidates referring to the more obvious factors such as class of travel, rating of hotel etc. Better answers took into consideration exchange rate fluctuations, fuel costs etc.

- (e) Most candidates were able to score maximum marks for a description of how special offers are used by Travel and Tourism providers.

Question 4

This question used the Tourism Authority in Tasmania as a stimulus.

- (a) This simple question asking for a research technique caused many candidates difficulty. There was much confusion between a technique (an interview or survey) and a method (primary research or field research).
- (b) Most candidates seemed to understand the benefits of multi-choice questions although few made reference to the difference between open and closed questions and how they can be used, which was the expected response for this question. Several weaker candidates wrote generalised responses to this question focusing on interviews rather than multi-choice questions and therefore could not achieve the marks here.
- (c) Many candidates were able to score well here, recognising that sections on a questionnaire entitled 'about you' would result in a customer profile. Weaker responses made generalised statements about recognising customer wants and needs but still accessed lower level marks.
- (d)(i) This easy three-mark question was quite badly answered. Many candidates seemed unsure of what promotional materials were and chose inaccurate responses.
- (ii) Responses here depended largely upon the promotional materials selected in the previous question. This question required a simple comparison of two promotional materials in terms of cost, availability and target audience. Better performing candidates were able to access these marks well but weaker performing candidates often did not attempt a response here.
- (e) This question was answered well. Candidates have come to recognise this type of question from previous sessions and understand that they need to consider the full range of functions from the assessment objectives. Weaker candidates merely listed these and scored low marks; better performing candidates were able to offer amplification within the applied context of Tasmania.

TRAVEL AND TOURISM STANDARD LEVEL

Paper 8957/5253

Travel Organisation

General comments

The paper differentiated well, however most candidates were able to demonstrate some knowledge and had benefited from studying the module. From able and well prepared candidates there were some good scripts, showing a sound knowledge and understanding of the subject content. Such candidates wrote fluently, in some detail in many questions, and with confidence.

In contrast weaker candidates displayed only a basic knowledge and understanding of some of the topics tested, producing brief lists of ideas, often poorly expressed, with barely an attempt to fit their answers to the required context.

All candidates were able to finish in the time allowed.

Comments on specific questions

Question 1

- (a) (i) Most candidates were able to identify the tour operator and an accommodation provider, though it proved more challenging to identify a transport provider, Icelandair.
- (ii) Most candidates were able to define 'twin room' and 'optional excursions', and some were able to develop their answers for two marks. Few were able to define 'complimentary shuttle' as used in the advert, the answer being free transport between the hotel and the main shopping street.
- (iii) This question required candidates to consider the role of a local representative. Whilst many candidates could provide a basic response, relating to providing information, few could give any more details. Indeed there were misconceptions from several candidates that the local representative would act purely as a tourist guide and interpreter.
- (b) (i) Many candidates were able to successfully identify the telephone and Website/Internet as methods of booking this holiday, though some wrongly suggested booking in person or visiting a travel agent.
- (ii) Some candidates carried out this task perfectly, whilst others were largely unsuccessful, which clearly indicates the need to practise such activities.
- (iii) Almost all candidates were able to suggest types of insurance which are important for travellers or basic reasons for purchasing it. The most basic correct answers simply focused on one or two insurance types, such as medical cover and cover for loss or damage to property, with the reasoning being little more than repetition (e.g. cover for loss of baggage....in case their baggage is lost'). At a higher level a few candidates were able to demonstrate a sound understanding of the reasons why insurance is important, and add appropriate reasoning to their responses (e.g. cover for loss of baggage....to obtain monetary compensation in case their baggage is lost').

Question 2

- (a) This was well answered by all candidates, most gaining full marks for completing this complex travel itinerary.

- (b) (i) All these terms were defined accurately by most candidates.
- (ii) Few candidates were aware that the tickets which should be recommended here are open jaw tickets as the passengers are flying into one Chinese airport and returning from a different one.
- (iii) This differentiated well, some candidates giving detailed explanations, with several advantages of using the Internet to make travel bookings, whilst others simply mentioned convenience or cost without any appropriate elaboration.
- (c) Most candidates showed their awareness of the likely differences between the Yangtze ferry boat and a cruise ship, typically in terms of size, facilities and cost. As usual the key to greater success in such extended answers was to develop points made beyond simple statements, and exemplify wherever possible.

Question 3

- (a) (i) Most candidates were familiar with paper based sources of information, and successfully listed examples such as guide books, brochures, leaflets and maps which the family could use to find out the Sedona area before they leave.
- (ii) Generally this was well answered, largely with reference to flexibility, some aspects of which were well developed by candidates. Undeveloped reference to cost was not credited, though candidates could have elaborated the idea of the potentially lower overall cost for a family of four. Reference to greater convenience and safety were similarly credited if developed fully.
- (iii) The advantages of apartments in providing flexibility and independence, were well understood by many candidates. Candidates should avoid simple statements, answers such as 'it is easier' and 'they can cook for themselves' mean little unless the point is expanded and explained in terms of why this makes the accommodation more suitable than a hotel.
- (b) This question asked about the Tourist Information Centre, and it focused on how it would be useful to the family soon after they arrived in Sedona. Most candidates did write something relevant about how a Tourist Information Centre could be useful to travellers in general, with many generic references to maps, transport timetables and visitor attraction leaflets. Some candidates did not help themselves by listing words such as accommodation, entertainment and transport without making it clear that the tourist information Centre might provide a **booking service** for accommodation, or **leaflets** about entertainment or **timetables** for public transport. The ideal answers, of course, would have been specifically focused on this family visiting Sedona:

*e.g. If they want to visit other places in Arizona (or examples) **maps** would help the family plan their days out/find their way;*

*Brochures about the **red rock formations** would help with information about which ones they could visit/leaflets about local hikes around **Oak Creek Canyon** would help them plan their routes. They could pick up a local 'what's on' guide book for more information about specially organized events at the **Indian ruins** they might like to visit or take part in.*

*Timetables for the Jeep Tours/flights to the **Grand Canyon** would be useful.*

- (c) Most candidates were able to refer to different methods of payment, local currency/dollars, credit/debit cards and travellers cheques being good choices. Most candidates were able to evaluate, if only superficially by referring to issues such as convenience and safety. The ideal answers would have evaluated in depth, considering the advantages and disadvantages of each method:

e.g. Take travellers cheques to exchange as if they are lost they can get the money back, however they will have to pay a commission to buy these/have to buy them in advance;

Take a small amount of local currency so they have money to buy small things on arrival, however if they need any during their stay they will have to find somewhere to change it/rates of exchange may be poorer for cash; Credit cards could be used which means they will not be limited to a certain amount as would be the case if they had travellers cheques, however they may not wish to do so as they may be afraid of fraud if they use them abroad.

Question 4

- (a) (i) This was generally well answered and many candidates were familiar with the idea of a package holiday, though some gave basic, rather than developed, responses.
- (ii) and (iii) Surprisingly some candidates did not seem to be familiar with the idea of classification systems used by tour operators, failing both to indicate the system used by Global Europe in Fig. 4 and to suggest other examples used.
- (iv) Most candidates were able to score one mark, referring to the fact that charter flights do not operate to a regular timetable. Few were able to describe other characteristics, such as the fact that they are hired by specific groups of customers or tour operators, and the tickets sold by them, rather than the airline.
- (b) All parts of this question were well answered by almost all candidates.
- (c) (i) Few candidates could give an actual example of a computer reservation system e.g. Sabre, Apollo, Galileo, Worldspan, Amadeus.
- (ii) Most candidates were able to suggest the use of the Internet/email by travel agents, however few could give a second way in which they made use of computer/electronic information, many referring to 'making bookings', a function of the computer reservation systems referred to in part (i). Touch screens, electronic display panels and automated telephone switchboards would all have been acceptable answers.
- (iii) This question was fairly well answered by most candidates, who referred to the speed and/or efficiency of using computer/electronic information, along with ideas such as the opportunity to check availability and confirm bookings instantly. Some wrongly assumed the question was asking about the advantages of customers booking on line, therefore answers relating to booking from the comfort of home were not relevant.
- (d) Most answers were weak here though there were one or two exceptions. Success depended on a familiarity with the term 'travel and tourism providers' which not all candidates knew. Most answers were basic with some, but not many, answers referring to 'the tour operator buying products from the travel providers to make a package' which at least showed a basic understanding of how the two work together. Answers which exemplified this, by referring in detail to the products which they work to produce, and how they seek to market them to mutually benefit their businesses, were not seen.

TRAVEL AND TOURISM STANDARD LEVEL

Paper 8957/5254

Visitor Services

General comments

There has been a relatively small cohort of entries for this module as the qualification draws to its conclusion. Candidates from those Centres, which have submitted assessment evidence for this module, have been well prepared and have been able to demonstrate a reasonable level of understanding of the specified learning content in Visitor Services. Assignments have usually been well constructed, using information technology effectively to present key information in a variety of formats. There has been good evidence of the necessary supporting documentation having been completed to an appropriate standard, with relevant Student Assessment Records (SAR's) for each submitted assignment accompanying each piece of evidence. It has been especially beneficial where Centres have completed the Assignment Content sheet to indicate page references against the achievement of individual assessment objectives.

Candidates generally choose appropriate focus organisations for their programme of study in this module. For the most part, candidates are well equipped in demonstrating effective primary and secondary research skills in collecting and collating the necessary research evidence. The majority of assignments fall within the prescribed length of 1800 to 2500 words.

Comments on Assessment Objectives

1.0 Describe how Visitor Services operate within a chosen destination.

Most candidates are able to provide detailed descriptions of a range of Visitor Service providers within their selected point of study. The better assignments show evidence of this at a national or regional level. Some descriptions are emphasised by the inclusion of organisational charts for the range of providers of Visitor Services in a selected destination. Better descriptions also cover aspects of funding and scale of operation.

2.0 Explain the role and function of different organisations involved in the provision of Visitor Services within the chosen destination.

There is often detailed evidence of the functional areas of market research, marketing, promotion, and quality standards in tourism related activities included in this section of the reports. Better performing candidates often also include details of sales and advice. There is often quite a large overlap in the evidence presented for 1.0 and 2.0.

3.0 Investigate the range of products and services offered by Visitor Service providers in the selected destination.

This should be one of the easiest sections for candidates to evidence, but still often remains patchy in the detail provided by candidates. At its simplest level, this is evidenced through a list of the available products and services, although some of the better performing candidates from this cohort presented detailed supporting evidence across the range.

4.0 Explain how tourist organisations promote tourism products, services, facilities and events within a selected destination.

There is often excellent evidence to support this section of candidates' assignments. Most provide clear information relating to the type of publicity materials available both at a national and a local level. There is also good reference to the Internet, with appropriate source references to specific websites used as a main point of reference for Visitor Services. Many candidates now also include details of events and trade fairs

held within their chosen destination. Advertisements used, or references to displays and public relations tend to be less well evidenced.

5.0 Investigate how Visitor Service providers contribute to business travel services within the chosen destination.

Candidates are generally able to find detailed information on corporate packages and conferences at a local level and conventions at a national and international level to include in this section of their work. Candidates' work reflects the growth in business tourism on a global scale, with much more detailed supporting evidence becoming available in this area.

6.0 Investigate how Visitor Service providers contribute to leisure travel services within the chosen destination.

Candidates continue to provide extensive evidence of the available leisure packages for their chosen destination, as these have traditionally been readily available via Tourism Information centres etc. Better performing candidates have provided detailed evidence to support calendar of events etc. within selected destinations.

7.0 Explain how quality control measures are used within the selected destination.

This area is often covered under quality standards in the earlier section of the report. In the majority of cases, this relates specifically to accommodation classifications or staff training, with only the better performing candidates exploring the wider issues associated with quality control.

TRAVEL AND TOURISM STANDARD LEVEL

Paper 8957/5255

The Hospitality Sector

This module seeks to introduce candidates to the variety of tourism hospitality provision available in their local region. The intention is that Centres should guide candidates in their selection of an area to study. It is not assumed that all Centres will have equal provision in their local area and so it is not expected that all candidates will be able to identify the full range of possible providers. However, it is expected that a variety of provisions will be identified and that products and services will be examined in an appropriate fashion.

Examiner was very impressed with the approach adopted by several Centres for the delivery of this module. However, a significant number of candidates were unable to provide evidence that met the stated requirements of AO4. There are additional areas that should receive attention in order to ensure more positive outcomes in the future and thus lead to an overall increase in the standard of performance.

AO1 was usually done quite well and the use of images and diagrams provided very clear contextualisation.

AO2 was also attempted quite well although some candidates neglected to consider the full range of services offered by their chosen hospitality providers. To obtain the higher grades, candidates must make a positive attempt to explain the products and services that they identify.

AO3 was rather variable and the amount of detail provided about particular job roles determines the amount of credit that can be awarded. Some candidates adopted a thorough approach and it was clear that they had a sound appreciation of hotel work.

AO4 was the big problem area because candidates often neglected to provide any evidence of them as individuals, being able to demonstrate delivery of excellent hospitality customer service. To secure the higher levels of attainment it is suggested that individual candidates must devote attention to explaining the particular customer service procedures that they actually performed.

Regardless of the hospitality service environment, candidates should be encouraged to reflect on the specific staff/customer situation and provide a detailed evaluative account of their performance in that particular situation. At present, there is little evidence to support what the candidates are able to do in terms of skills performed in a given hospitality situation. Some use should be made of witness testimony, to support this reflective evaluation of individual customer service performance. The use of feedback forms would be an excellent idea and then individual candidates can make use of them when explaining their delivery of excellent customer service. Furthermore, the use of photographs to illustrate their chosen job role (either in real life or a simulation) would help in this respect.