

TRAVEL AND TOURISM ADVANCED LEVEL

Paper 8958/5260

Travel and Tourism Core Module

General comments

The entries for this exam continued to show a general understanding of tourism development and destination management. Although candidates are more familiar with the layout of the exam and what is expected from them there still seem to be some fundamental mistakes – particularly with **Question 2** which is always the Marketing and Promotion question. 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**. As previously stated, this question relates to Marketing and Promotion and candidates are often unfamiliar with this 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 should 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.

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 will not be 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.

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

Comments on specific questions

Section A

Question 1

Glasgow, Scotland

- (a) Well answered, candidates scored well
- (b) Many candidates only scored 4 out of 6 for this answer as they did not develop their response.
- (c) Many candidates strayed into giving economic responses rather than cultural and were not credited.
- (d) (i) Well answered most scored maximum marks
 - (ii) Generally well answered with many candidates giving valid reasons. The main concern was that some candidates gave the aims and objectives of private sector organisations and not the benefits of sponsorship.

- (e) Some excellent responses given to this question with many candidates being able to give an in-depth response highlighting economic and social benefits. There was reference to the multiplier effect and also the infrastructure.

Question 2

Marketing and Promotion of Scotland

- (a) Limited reference given to marketing Scotland **TO/IN** the United States.
- (b) Focus Group was either understood and answered well, or totally misunderstood.
- (c) As above, if the candidate knew Focus Group – then this was also answered well.
- (d) As in **Question 2**. If candidates knew PR (Public Relations) then they could answer, unfortunately some did not know this term.
- (e) This question required candidates to compare the effectiveness of marketing communication methods and was poorly attempted. This was a generic question and candidates should have been able to recall their marketing theory and apply it to the question.
- (f) Poorly answered question with many candidates unable to justify an advantage of a partnership in marketing terms.

Question 3

Machu Picchu

- (a) Well answered with candidates extracting information from the case study.
- (b) Generally well answered however there were many responses relating to economic benefits.
- (c) Many candidates scored maximum marks for this question as there was good interpretation of the case study.
- (d) This question asked for advantages and disadvantages of the measures used to minimise impacts but many gave positive and negative economic impacts of tourism.

Question 4

Zakynthos Greece and WWF

- (a) Generally well answered.
- (b) The concept of this question was not well answered in terms of the fact that many candidates gave generic reasons not related to mass market tourism.
- (c) Good use of the case study material enabled some candidates to achieve high marks on this question
- (d) Partnership between the sectors continues to create problems for candidates. It is a fundamental part of tourism development and should be a key part of learning and underpinning knowledge. Candidates must be able to discuss this issue as it is likely to appear in future examinations.

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