



GENERAL CERTIFICATE OF EDUCATION
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EXAMINERS' REPORTS

**TRAVEL & TOURISM
AS/Advanced**

JANUARY 2009

Statistical Information

This booklet contains summary details for each unit: number entered; maximum mark available; mean mark achieved; grade ranges. *N.B. These refer to 'raw marks' used in the initial assessment, rather than to the uniform marks reported when results are issued.*

Annual Statistical Report

The annual *Statistical Report* (issued in the second half of the Autumn Term) gives overall outcomes of all examinations administered by WJEC.

TRAVEL & TOURISM
General Certificate of Education
JANUARY 2009
Advanced Subsidiary/Advanced

Principal Examiner: Mr Tony Proctor

Unit Statistics

The following statistics include all candidates entered for the unit, whether or not they 'cashed in' for an award. The attention of centres is drawn to the fact that the statistics listed should be viewed strictly within the context of this unit and that differences will undoubtedly occur between one year and the next and also between subjects in the same year.

Unit	Entry	Max Mark	Mean Mark
1	102	52	31.9

Grade Ranges

A	47
B	41
C	35
D	29
E	24

N.B. The marks given above are raw marks and not uniform marks.

PRINCIPAL EXAMINER'S REPORT

TRAVEL and TOURISM AS – January 2009

Principal Examiner: Mr. Tony Proctor

Unit 1: Introducing Travel and Tourism

General comments

In this first WJEC GCE Travel and Tourism exam it was pleasing to see a good percentage of students achieving a C grade or higher, and that this could be improved upon in the Summer series as approximately 30% of students achieved a grade D.

The importance of studying tourism destinations and case studies cannot be emphasised enough as candidates do need to apply their knowledge and show a good understanding of the travel and tourism industry. Also visiting and studying tourism destinations can certainly help to motivate candidates.

- Q.1**
- (a) This was correctly answered by the great majority of candidates. However, a number of students gave an answer of 25 instead of 25 million.
 - (b) This was well answered by the majority of candidates who gave specific comments. General observations only gained one mark.
 - (c) This was correctly answered by the great majority of candidates.
 - (d) The majority of candidates achieved only one or two marks.
 - (e) The great majority of candidates made a good attempt and achieved three or four marks. The better answers included examples of attractions and developed explanations.
 - (f) Although the great majority of candidates made a sound attempt they were often limited to Level 1 (a maximum of three marks) as they only discussed one external pressure – usually terrorism. Centres are recommended to consider this topic in more detail.
- Q.2**
- (a) A number of candidates produced some very good answers as they were able to identify a number of transport developments and explain how they had made travel easier for tourists (leisure and business). Weaker answers were generic and were limited to a maximum of three marks.
 - (b) The majority of candidates only achieved Level 1. Other than the growth of internet usage many candidates were unable to give and explain other reasons.
 - (c) Many candidates were able to achieve three or four marks for this question. However, the better answers looked beyond the cost and weather factors and were well supported with sound explanations.
- Q.3**
- (a)(b) These questions were poorly answered by many candidates. Centres are recommended to consider these sectors in more detail – commercial (private), non-commercial (public and voluntary).

- (c) This proved to be a difficult question and was poorly answered by the majority of candidates. The concept of travel and tourism organisations interrelating is worth centres exploring in more detail. A good number of candidates were able to achieve three marks by describing the role of the different sectors.
- (d) Many candidates were able to gain two marks by analysing the role of VisitBritain but very few referred to the role of regional tourist boards or any voluntary organisations.

Q.4 (a)(i)(ii) The majority of candidates failed to achieve more than one or two marks. Centres are recommended to consider travel and tourism terminology as part of their preparation for the examination.

- (b) Candidates produced some excellent answers for this question and gained five or six marks. It was clearly evident that some centres had studied the impacts of travel and tourism on a variety of interesting destinations. Weaker answers were generic and were restricted to Level 1.
- (c) This proved to be a difficult question and was poorly answered by the majority of candidates. Very few candidates were able to suggest and evaluate any measures taken by a destination.

General Recommendations:

- Ensure the candidates understand key words such as explain, outline, analyse and evaluate.
- Ensure candidates understand the value of examples and case studies as generic answers gain less marks.
- Many aspects of the specification can be covered by studying a UK and overseas destination in some detail. This approach was evident as the candidates achieving the higher grades were able to give examples and explain in more detail.
- Ensure candidates practice interpreting tables and graphs.



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