



---

# **EXAMINERS' REPORTS**

---

**LEVEL 3 TOURISM**

**UNIT 1**

**JANUARY 2022**

Grade boundary information for this subject is available on the WJEC public website at:  
<https://www.wjecservices.co.uk/MarkToUMS/default.aspx?l=en>

### **Online Results Analysis**

WJEC provides information to examination centres via the WJEC secure website. This is restricted to centre staff only. Access is granted to centre staff by the Examinations Officer at the centre.

### **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.

# TOURISM

## Level 3

January 2022

### UNIT 1 THE UK TOURISM PRODUCT

#### General Comments

Although the number of candidates entered for this examination was small it was pleasing to see that the great majority were able to make a good attempt at all the questions. This accessibility for the varied ability of the candidates resulted in a good spread of marks. In view of the challenges posed by the pandemic centres and their candidates should be pleased with their efforts in this difficult period.

#### Comments on individual questions/sections

- Q1.**
- (a)** The great majority of candidates were able to offer some explanation with regard to the appeal of a UK countryside destination. However, many candidates often failed to link the appeal to different tourist types – tourist types were often limited to families or adventure tourists. As a result, many candidates only gained mid-Level 2 marks.
  - (b)** The great majority of candidates provided sufficient detail to gain lower Level 2 marks. Very few candidates provided detailed knowledge and understanding – for example, very few candidates were able to explain the different types of pollution. Weaker candidates focused on the problem of litter.
  - (c)** The majority of candidates had little knowledge and understanding of management plan objectives and as a result only gained Level 1 marks. The candidates who gained Level 2/3 marks included economic, social and/or environmental objectives.
- Q2.**
- (a)** This question was answered well by the great majority of candidates. Many detailed and well-developed responses gained upper Level 2 and Level 3 marks.
  - (b)** The majority of candidates achieved lower Level 2 marks and demonstrated some knowledge and understanding of the range of job opportunities. However, answers often lacked a clear evaluation. Better answers included references to seasonal, part-time, full-time, permanent and temporary job opportunities.
  - (c)** The great majority of candidates provided evidence of the marketing mix Ps. However, only a minority were able to clearly describe how they might be used to attract tourists to the accommodation type.

- Q3.**
- (a)** The majority of candidates provided some knowledge of the role of the national tourism authorities. However, the descriptions lacked the necessary knowledge/detail to gain upper Level 2 marks.
  - (b)** This question proved to be the least accessible to candidates. Centres might refer to the mark scheme for future reference.
  - (c)** The majority of candidates were able to provide detailed responses which showed some knowledge and understanding – many focusing on terrorism. Better answers included references to UK prices, the UK's sustainability/ environmental strategies, welcoming atmosphere (Brexit, visas, etc.).

### **Summary of key points**

1. Candidates need to learn named examples of UK destinations – countryside, coastal, city. Detailed case studies centred on AC2.2 can help to cover many aspects of the specification as well helping to bring the subject more realism and relevance.
2. Candidates need to have a clear understanding of the command words – explain, evaluate, analyse.
3. Many candidates need some guidance on how to structure and develop their answers with regard to the demands of a question – paragraphs, key points, exemplification,
4. Candidates need to learn how to apply their knowledge to examples of tourism destinations and organisations.
5. The great majority of candidates found the question on the objectives of destination management plans difficult.(see AC4.1).

Plenty of practice in writing and marking answers is advised – peer work sometimes helps.



WJEC  
245 Western Avenue  
Cardiff CF5 2YX  
Tel No 029 2026 5000  
Fax 029 2057 5994  
E-mail: [exams@wjec.co.uk](mailto:exams@wjec.co.uk)  
website: [www.wjec.co.uk](http://www.wjec.co.uk)