Introduction to Travel, Tourism and Hospitality

NQF

Subject Examiner's Report

Unit Title: Introduction to Travel, Tourism and Hospitality

Unit Code: ITTH

Session: December 2015

(a) (i) Define the term hospitality.
(a) (ii) Explain the links between hospitality and other components of the tourism industry.
(b) (i) Give three examples of activities that might appeal to a leisure tourist.
(b) (ii) Describe two ways in which a destination may meet the needs of a leisure tourist.

Learning Outcome 1: Define and explain the interrelationships and interdependencies between travel, tourism and hospitality and related concepts such as leisure and recreation

1. Comments on learners' performance

(a) (i) Most learners could provide an acceptable definition of hospitality.
(a) (ii) This question was less well answered. Many learners clearly understood that hospitality links into the overall travel and tourism experience, but few seemed familiar with the terminology 'component'. Many answers were implicit rather than explicit in mentioning hotels and restaurants rather than the component names of accommodation and catering. Transport and travel were often not included, although leisure and recreational activities usually were.
(b) (i) There were some interesting leisure activities suggested, ranging from the relaxing 'reading a book' to the extreme 'skydiving'.
(b) (ii) This question was not answered well. Many responses described the generic facilities offered to tourists in a hotel, or activities tourists engage in as part of a tourism experience and did not focus on how a destination might offer specific leisure attractions or put on tours for leisure visitors.

2. Mark scheme

Instructions to markers

(a) Award one mark for a valid definition and up to nine marks for explanation of the links, allowing for examples.
(b) Award one mark for each example of an activity and up to twelve marks for ways in which a destination caters to the needs of a leisure tourist.

Exemplar answers

(a) (i) Hospitality and the hospitality industry:
- Friendly and generous reception and entertainment of guests or strangers. Oxford Quick Reference Dictionary (1996), p.424
- A harmonious mixture of tangible and intangible components – food, beverages, beds, ambience and environment, and behaviour of staff. Cassee (1983), p.xiv.
- Commercial organisations that specialise in providing accommodation and/ or food and/or drink through a voluntary human exchange, which is contemporaneous in nature, and undertaken to enhance the mutual wellbeing of the parties involved. Brotherton and Wood (2000) p.14

(a) (ii) Links to other components:
- Primary hospitality providers are those whose primary function is hospitality (eg restaurants, hotels) whereas the secondary providers have an alternative primary purpose, eg providing rides at a theme park, transport, leisure facilities.
- However, these facilities do also provide hospitality services, eg cafes at leisure centres, restaurants and bars at airport terminals, accommodation at Alton Towers
- All of these hospitality services (although secondary to the facilities main purpose) are significant in contributing to the customer/tourist experience.

(b) (i) Examples of activities
- golf
- fishing
- sailing
- photography
- horse riding

- walking
- visiting a theme park
- shopping
- skiing

Accept any reasonable activity

(b) (ii) Offer a range of attractions that will appeal to leisure visitors
- Attractions may be natural (beaches & waterfalls)
- or built (theme parks & zoos).
- Some buildings and places (castles and cathedrals) were not built as tourist attractions but have become attractions over time.
- Other attractions may be historic sites, theme parks or major sports/entertainment venues

Put together excursions and programmes of events
- in a resort destination, water based and non water based activities
- holiday reps are often employed to run such programmes especially for young children
- trips to nearby attractions can be pre booked as part of a package or booked in the destination
- range of local tour providers will be available - kiosks at the airport, or via the hotel travel desk.

3. Recommendations

Learners should be familiar with the range of definitions that make up key terminology for the TTH industry. They should be able to give relevant examples across each component. And should understand how each component interrelates to the other components in contributing to the overall tourism experience. Learners should be able to describe a broad range of TTH products and services that target specific types of customers.

Examiner's tips

Practice giving definitions of each of the components of the TTH industry. Identify different types of tourism activity for specific market segments. Do this based on things offered for tourists in the local area. Then apply this on a regional, national and international scale. Repeat the task, changing the target audience and the components.

Question 2

(a) (i) Complete the following table to classify these examples of tourist activity by their purpose of visit.

Tourist Activity	Purpose of Visit
1. To visit the Sikh Golden Temple at Amritsar, India	
2. To attend a cousin's wedding in Melbourne, Australia	
3. To attend the World Travel Market Expo in London, UK	
4. To watch the Euro 2016 Final at the Saint Denis Stadium, France	
5. To receive treatment at the Plastic Surgery Centre in San Jose, Costa Rica	
6. To visit the Maasai Mara National Game Reserve, Kenya	

A: Leisure	B: Visiting Friends and Relatives	C: Sport
D: Pilgrimage	E: Health	F: Business

(a) (ii) Explain why the tourism industry classifies visitors.

(b) Describe an appropriate tourism experience for each of the following of Plog's tourist categories:

(i) Allocentrics
(ii) Psychocentrics
(iii) Mid-centrics

Learning Outcome 6. Recognise the key types of tourist groups and their main needs

1. Comments on learners' performance

(a) (i) Learners were able to correctly match different tourism activities to the appropriate market segments in this question.
(a) (ii) Responses here were more variable. Weaker answers described the different classifications but not the reason why these are needed. At the top end of performance, learners were able to explain the benefits to TTH providers of knowing the different types of customer.
(b) There was a real split here, between those learners who were very familiar with Plog's classifications by travel motivation, and those learners who were clearly unfamiliar with this theory.

2. Mark scheme

Instructions to markers

(a) Award one mark for each correctly matched tourist classification in the table. Award one mark for each point made, up to a maximum of four marks, allowing for development and exemplification.
(b) Award up to five marks for each category based on examples selected,

Suggested answer

(a) (i)

Tourist Activity	Purpose of Visit
1. To visit the Sikh Golden Temple at Amritsar, India	D: Pilgrimage
2. To attend a cousin's wedding in Melbourne, Australia	B: VFR
3. To attend the World Travel Market Expo in London, UK	F: Business
4. To watch the Euro 2016 Final at the Saint Denis Stadium, France	C: Sport
5. To receive treatment at the Plastic Surgery Centre in San Jose, Costa Rica	E: Health
6. To visit the Maasai Mara National Game Reserve, Kenya	A: Leisure

(a) (ii) Reasons for classifying tourists:
- The purpose of classifying tourists is to help in the planning and organising of tourist facilities
- to support marketing of destinations
- the more that is known about what people are looking for in their tourism, the better
- to allow for market segmentation

(b)
- Allocentrics are individualistic, active and adventurous travellers e.g. adventure tourist visiting the Himalayas to climb to Base Camp
- psychocentrics are the opposite, conservative and passive tourists who choose common, popular and safe destinations and activities e.g the Spanish Costas
- mid-centrics are intermediate to the previous two and according to Plog constitute the most common or average tourist type.
- Mid-centrics are hybrids who need some sense of individualism at their destination but with organised travel arrangements and safety ensured by the use of a travel agent.
- It must be stated, however, that these and other tourist typologies are conceptual categories and tools for use in practical tourism analyses and they may not provide a full understanding of tourist types or motives.

3. Recommendations

Learners should understand the reasons for classifying tourists in a variety of different ways and should be able to match examples of tourist behaviour to different customer types. They should also be familiar with Plog and Cohen's theories of travel motivation.

Examiner's tips

Practice matching tourist groups with their purpose of visit. Identify a list of TTH products and services each customer group might demand. Research and present examples of tourist experiences matched to Plog and Cohen's classifications of tourists by travel motivation.

(a) (i) Give four examples of key emerging markets for the tourism industry.
(a) (ii) Describe how changing lifestyles in these markets have impacted on the global tourist industry.
(b) Explain three ways in which information and communication technology (ICT) has benefitted the tourism industry.

Learning Outcome 12. Appreciate likely future trends within the travel and tourism sectors
Learning Outcome 4: Outline the key international travel and transport developments that have affected tourism

1. Comments on learners' performance

(a) (i) Many of this cohort of learners struggled with this question. They were not familiar with the term 'emerging markets' and often instead offered types of tourist attraction as an answer.
(a) (ii) In not recognising what a key emerging market is in the previous question, learners also often struggled with this question. However, many were able to access some marks by describing the general impacts of changing lifestyles on tourism.
(b) There were some excellent answers here, with learners having a good understanding of the broad range of applications of ICT and how this has benefitted customers and TTH businesses.

2. Mark scheme

Instructions for markers

(a) Award one mark for each valid example and a further one mark for each point made, up to a maximum of six marks, allowing for development.
(b) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development.

Suggested answer

(a)(i)
- Brazil, Russia, India, China
- Emerging Asian markets: China and India as a future driver of tourism
- The UNWTO predicts they will become the world's largest sources of outbound tourism by 2020 and also the world's leading destination

(a) (ii)
- Rapidly rising demand for travel in China, together with the lack of offerings for Chinese tourists within China and abroad, present a rare opportunity for travel-related companies to gain a first-mover advantage.
- This advantage can be enormously valuable in a market where consumers are desperate for brands that meet their needs.
- Travel providers who are equipped with insight into targeted segments could develop differentiated products for affluent travellers as well as for the burgeoning segment of middle-class tourists emerging throughout China.
- Travel and lodging companies should prepare for a big change in China. the market value of leisure trips is expected to more than quadruple by 2020 and the demand for domestic accommodations—for business and leisure travellers—to double. Business travel accounts for fewer trips, but spending per trip is higher, It is estimated that business travel within China will remain stable at about 10 percent annual growth over the next decade. The overnight leisure market will likely surpass that of the business segment, accounting for nearly half the market for domestic travel by 2020.

(b) The Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time. Tourism enterprises can also reach the targeted customers across the globe in a single click on the keypad after emergence of mobile computers, web technologies etc.

- Online bookings - using CRS and GDS - real time updates to booking systems enables customers to book at anytime from anywhere. Removes time zone issues, and the need to travel to book.
- e tickets - and online check -in. Time saving - no need to wait for tickets in the post, Convenience of on line check in - less pressure on airline check-in processes - fewer queues and more efficiency,
- mobile apps - online review sites allow customer to compare providers, attractions etc, see 360 virtual tours etc

3. Recommendations

It is essential that learners familiarise themselves with all aspects of the syllabus. Section 12.2 and 12.3 deals with key emerging markets and key emerging destinations and only a very small number of learners made correct reference in this question to the Bric countries of Brazil, Russia, India and China in Question (a).

Examiner's tips

Learners should use case study materials and travel trade news articles to identify current market trends. Top 10 destination lists are widely available in gaining this breadth of understanding of the TTH industry.

Question 4

(a) Describe the role of the transportation sector in the overall tourism experience.
(b) (i) Suggest two reasons why infrastructure development is important to support tourism.
(b) (ii) Explain why national governments often own and operate tourism businesses such as airports.

Learning Outcome 10. Identify the basic requirements for the development of a tourism destination

1. Comments on learners' performance

(a) There were some well-developed answers about the role of different transport modes and its importance within the overall tourist experience. On the whole though, answers tended to be superficial, with a broad identification of different transport methods. There was, for example, limited evidence of air travel being broken into chartered, scheduled and low cost flights, or the distinction made between bullet trains and luxury rail journeys as might have been expected within a question of this nature.
(b)(i) There was good understanding of the reasons why infrastructure development is important for TTH. Most learners were able to identify at least two reasons, with some using the higher order skills of analysis in presenting their responses here.
(b)(ii) Many learners demonstrated a good understanding of the reasons why national governments involve themselves in tourism; they were less sure about state ownership and operation of tourism businesses. All answers relied on the 'such as airports' clue and focused predominantly on the economic benefits this may bring.

2. Mark scheme

.
Instructions to markers
(a) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development.
(b) Award one mark for each of two identified reasons and a second mark for development of each. Award one mark for each point made, up to a maximum of six marks, allowing for development and examples.

Suggested answer

(a)
- The travel component is an integral part of the tourism experience and not merely a means to an end.
- To appreciate the tourism transport system, consideration has to be given to the characteristics of the tourist, traveller, the travel services, mode of transport and transport terminals available, the characteristics of both the generating country and receiving countries.
- Leiper's model (1990) can be used to demonstrate the dynamic interaction between the tourist, the generating region, the destination and the transit area.
  Transport activity can be identified by three elements: the route, the terminal, and the mode of transport.
- The route used can be natural, artificial or a combination of the two. The cost of the route is influenced by whether it is shared with another user or there is sole use of the facility.
- The terminal is the transport gateway acting as an entry and exit point, which can also act as a transfer point between carriers. The cost of travel and the effect of the type of terrain has a significant influence on consumer behaviour and therefore influences the international tourism flows and traffic volumes.
- The main types of transport used within the tourism sector and understand why one transport mode may be preferred over another for the use of business, pleasure or personal use. Transportation should be considered taking account of the following issues:
- The increase in car ownership and the popularity of touring and flydrive holidays
- The motor coach industry and its search for survival through niche marketing
- The significance of rail transportation on tourism development
- The influencing factors of air transport
- The evolution of passenger liners and the cruise market.

(b) (i)
- without the necessary infrastructure, destinations will not be appealing to visitors
- access to destinations is more difficult without adequate infrastructure

- The development of tourism anywhere very much relies on the development of appropriate infrastructure, which services the needs of a tourist and encourages investment in the sector.
- Infrastructure such as accommodation, restaurants, built-up attractions, tours and transport are primarily developed by the private sector. Private investors would be unwilling to invest in tourism facilities, however, without good airport and road infrastructure and the availability of affordable basic services such as power, water, sewerage, electricity, health facilities and telecommunications, which together make tourism investments economically viable.

(b) (ii)

National governments get involved in ownership of tourism businesses
- Government, and hence the public sector, becomes involved in tourism as it can have considerable significance to a country's economy, social and environmental features
- It impacts on a country's balance of payments, having import- and export-type components, and as such can be subject to duty taxes.
- It is a generally accepted rule that the level of importance of tourism is reflected by the prominence merited within a government's organisational structure.
- The basic reasons for government involvement can be summarised under the following headings: foreign exchange earnings, employment creation, distribution, and training; co-ordination and planning of developments, wealth creation and distribution; destination marketing input, infrastructure provision, regulating and monitoring the social, cultural, environmental and economic impacts.
- its stake in public transportation usually combines several factors i.e. need to formulate a long term strategy, investment in important sector of the economy to ensure sustainability
- and to generate income/benefit from taxes.

3. Recommendations

The syllabus encourages learners to develop a broad awareness of the contribution of all of the different components to the overall TTH experience. Learners should therefore have been able to write at length about the significant contribution of the transport sector, rather than the often superficial responses that were made to this question. Similarly, there is a strong emphasis on the importance of government involvement in the TTH industry, and learners should have a good understanding of the political, economic, social, environmental, cultural and technological benefits that this may bring to a country.

Examiner's tips

Study as many different case studies of transport providers as possible. Use the Internet to look up examples of airlines, cruise companies, railway providers, car hire firms etc.

Other than airports, find out which other types of TTH business that national governments own and run.

(a) Describe two main developments in international tourism since the 1950s.
(b) Describe the coordinating role of local/national government in the development of a tourism destination.

Learning Outcome 4: Outline the key international travel and transport developments that have affected tourism
Learning Outcome 10: Identify the basic requirements for the development of a tourism destination

1. Comments on learners' performance

(a) There was a good level of understanding of a broad range of developments in international tourism, with answers ranging from the advancement of transport technology, the impact of ICT, and increased car ownership and increased levels of leisure time being the most commonly cited developments. This question was generally answered well.
(b) This question was also answered well with many learners recognising that national governments lead tourism development in a country. The answers given did not always reflect the content of the suggested answer, but many learners attempted to give an applied context answer to this question.

2. Mark scheme

Instructions to markers
(a) Award one mark for each point made, up to a maximum of five marks for each of two developments described. Allow for development of ideas and examples.
(b) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development.

Suggested answer

(a)
- **More affluence** - since 1950 people have become wealthier. There is more disposable income. People also now have paid time off work for holidays.
- **Greater awareness** - through advertising or television programmes people are more aware of how and where they can spend their free time.
- **More car ownership** - more families own a car. This gives greater freedom to choose when and where to spend time.
- **Improvements in technology** - travelling today is much quicker. Motorways and aircraft have helped reduce the time it takes to get to different countries. Travelling by air has become more accessible as you can book on line and choose more budget options.
- **More leisure time** - people have paid holidays from work (on average three weeks per year are paid). Also people who are retired remain active for longer. There is also a trend to take more than one holiday in a year.
- **More choice** - in the past seaside holidays and package holidays were the most popular. The industry is seeing more people look at ecotourism and more unusual holiday destinations.

(b)
- Tourism management is not limited to management activities in tourism and hospitality services, but is closely connected to all major functions, processes and procedures that are practiced in various areas related to tourism as a system.
- Tourism management involves the functions of planning, organizing, coordinating, training and monitoring-evaluating at levels (international, national, regional, local).
- In most countries, tourism activity is coordinated nationally by a central body whose functions depend on the development and importance of tourism in that economy.
- This central body may be the national administration and is often linked with the international bodies and their structures.
- Its primary functions are: to coordinate tourism activities nationally, to draft the strategy of tourism development, to promote tourism domestically and internationally, to initiate and promote specific laws and regulations, to be representative within international bodies

3. Recommendations

This is one of the areas of the syllabus where learners generally have a good level of understanding.

(a) (i) Define the term 'direct sell' in relation to tourism distribution.
(a) (ii) Outline the benefits to the customer of the following forms of direct selling of tourism products:
- in person
- by telephone
- e-purchase

(b) Explain, using examples, how income impacts on a tourist's choice of travel.

Learning Outcome 9. Understand the main forms of tourism distribution
Learning Outcome 7. Understand the main motivational factors that influence the tourist's choice of travel

1. Comments on learners' performance

(a) (i) Most learners were able to offer a sensible definition for the term 'direct sell'.
(a) (ii) This question was answered well, with learners understanding the main differences and benefits of these different forms of distribution. At the lower end of performance, there was some repetition of points made about speed and convenience as the benefit to customers across all forms of distribution.
(b) This was a good discriminating question. Weaker responses made the more superficial observations that the more disposable income a person has the more he can travel. Lower level performances also tended to veer off the point, to discuss impact of income on general TTH choices, not just travel options. At the top end of performance, the learners were able to refine their responses to demonstrate a broader appreciation of the impact – business class or first class travel options being preferred over economy where cost is not a concern.

2. Mark scheme

Instructions for markers
(a) Award one mark for a valid definition and up to three marks for identified benefits of each form of direct selling.
(b) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development

Suggested answer

(a) (i) Direct selling is the sale of a consumer product or service, person-to-person, away from a fixed retail location, marketed through independent sales representatives who are sometimes also referred to as consultants, distributors.

(a) (ii) Benefits
- In person
    - is face to face
    - can ask and receive an answer to questions instantly
    - personal recommendations
- by telephone
    - no need to displace
    - maintain personal contact
    - instant responses

- e-purchase
    - convenience
    - allows user to browse and compare options before making purchase
    - online 'chat' function gives same experience as face to face contact

(b)

- the concept of difference between luxury travellers and budget travellers, based on levels of disposable income
- low cost, no frills vs quality and brand association
- affordability
- willingness to pay
- value for money
- also differences between first class, business class and economy
- group, OAP and student discounts
- choice of travel mode not just based on income
- other factors play part too ... distance, timings etc

3. Recommendations

Learners should understand the increasing range of TTH products and services targeted at customers based on income level. There was little mention of luxury vs budget travel options in the responses seen.

Examiner's tips

Use case study materials from the Internet and try comparing the products and services of travelling first class with travelling with a low cost carrier to the same destination. Now compare with travelling by sea, road or rail to the same destination – consider the different market segments each transport provider is targeting.

(a) (i) Define the term 'package holiday'.
(a) (ii) Explain the traditional role of the tour operator in creating a package holiday.
(b) Suggest the likely impact on tourism packaging of the rapid growth in the numbers of independent travellers.

Learning Outcome 5. Understand the role of intermediaries within the travel distribution system
Learning Outcome 8. Understand the main forms of tourism packaging

1. Comments on learners' performance

(a) (i) Most learners were familiar with the concept of a package holiday and offered appropriate definitions.
(a) (ii) The word 'traditional' in this question posed challenging for some learners. This led to answers about arranging excursions to see cultural activities, crafts and dance performances. There were some better attempts at describing what a tour operator does, but many answers lacked the vocational language in explaining how tour operators purchase from principals breaking bulk to pass on packages to travel agents and customers.
(b) This question was not answered well. The term 'independent traveller' was not known by all learners, which impacted on their ability to respond appropriately here. Even those who were familiar with this customer type found it difficult to make the correct association between customer type and booking habits that this question required.

2. Mark scheme

Instructions for markers
(a) Award one mark for a valid definition and up to nine marks for a valid explanation of the role of a tour operator.
(b) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development.

Suggested answer

(a)(i)
* a holiday organised by a tour operator, with arrangements for transport, accommodation, etc., made at an inclusive price.

(a) (ii)
* Tour operators can be seen as product aggregators, i.e. they produce a new product by combining or packaging the basic products or components offered by primary suppliers.
* They carry out market research to identify the experiences and features the target market desires
* Set clear sales and customer expectation objectives for the package
* Assess the area attractions and traveller services.
* Put together an appealing inventory of experiences, attractions and support
* Developing a package concept, which includes setting a theme, a market position (economy, deluxe or other), and the specific products to be offered chosen on the basis of the best fit with the target market
* Determine a price for the package.

(b) Independent travellers
* not done as a member of a traditional guided tour
* not purchased via a marketed package combining transport (air, rail or bus), lodging/ hotel, entertainment or local transport (e.g.rental car for use at destination)
* wider access to information e.g. the internet,
* word-of-mouth to establish trust in taking "the path less travelled", sometimes facilitated by social media,
* lowered jet fuel costs and
* stable consumer finances.

- Dynamic packaging is increasingly important
- online retailers have to be more flexible in their packaging
- offer broad range of products to entice independent traveller to choose them over others

'traditional' holiday package' could disappear

3. Recommendations

Learners should be familiar with all current trends in TTH and dynamic packaging is a key characteristic of current distribution practice in the sector. Learners should recognise the impacts this has on the traditional roles of the tour operator and the travel agent as more customers make travel plans and put together their own holiday itineraries independently.

Examiner's tips

Some exam questions require learners to link several aspects of their learning together; this is an example of such a question. Learners are aware of the impact that the internet has had on customer's ability to book holidays from the comfort of their home. This question required a consideration of the negative impacts this might have on TTH providers – the same knowledge, but used in a slightly different way.

Question 8

(a) (i) Give four examples of heritage attractions visited by tourists.
(a) (ii) Suggest reasons for the appeal of cultural and heritage attractions.
(b) Describe three likely social impacts of tourism development.

Learning Outcome 3: Identify the key sub-sectors of travel, tourism and hospitality and the role that each plays within the tourist experience
Learning Outcome12: Appreciate likely future trends within the travel and tourism sectors 12.1 Understand key environmental impacts on tourism development – economic, political, cultural, social, technological, health, security

1. Comments on learners' performance

(a) (i) Most answers here identified appropriate heritage attractions – including museums, UNESCO World Heritage sites etc.
(a) (ii) Learners demonstrated a good understanding of the reasons why tourists are attracted to heritage and cultural sites. This question was answered well.
(b) This question was not answered well. Many learners find it difficult to separate social impacts from economic and environmental impacts, with which they seem more comfortable.

2. Mark scheme

Instructions for markers

(a) Award one mark for each valid example up to a maximum of four marks. Accept named examples or types of attractions. Award one mark for each reason for appeal, up to a maximum of six marks, allowing for development and examples.
(b) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development

Suggested answer

(a) (i)e.g.
- Angkor Wat Temple
- Natural History Museum
- Elephanta Caves
- Pyramids

Accept any reasonable answers.

(a) (ii) A great deal of the appeal of a destination may be its cultural aspects:
- Traditions, religion and festivals - seeing something different
- Cultural events, cuisine and lifestyle may be important factors
- Some want to find out about the historical development of the destination
- Others may be influenced by friends, family or popular culture
- Want more authentic, personal experiences from their travels

(b)
- The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community.
- Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane
- it creates national pride.
- Interchanges between hosts and guests create a better cultural understanding
- help raise global awareness of issues such as poverty and human rights abuse
- Visitor behaviour can have a detrimental effect on the quality of life of the host community.
- For example, crowding and congestion,
- drugs and alcohol problems,
- prostitution and increased crime levels can occur.

- Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches.
- Interaction with tourists can also lead to an erosion of traditional cultures and values.

3. Recommendations

Learners are generally well aware of the sorts of attractions in their own country which attract visitors and the reasons for the appeal of such attractions which is good practice.. It would be beneficial to see more international examples used in such questions to ensure learners have a broad awareness of TTH on a global scale. Learners need to be more aware of the different categories of impacts of tourism – job creation is traditionally seen as an economic impact; using local customs and skills in performing to visitors is a social impact. Many answers here tended to only look at the negative impacts – learners should be aware that tourism brings many plus point too.

Examiner's tips

Use a range of different destination case studies. Learners can identify and categorise different types of attraction – built, natural, cultural, educational, entertainment etc and determine to which type of customer each would most appeal to. The same case studies can be used to identify the most likely impacts of tourism in each destination, with learners picking out political, environmental, social and economic impacts based on the type of development in each destination studied.

Conclusions

Information for next sitting / Issues found / Difficult questions or topics

It might be useful to look at the phrasing of some questions – for example the word 'traditional' when used to describe the role of a tour operator produced many unexpected associations with cultural excursions.

It might be beneficial to learners at this level to use emboldening within the questions to get learners to focus on the important aspects of the question – for example in Q 1(b) (ii) many learners did not emphasise the product and services available **in a destination** that meet leisure tourists needs and in Q6 (b) many learners lost sight that their answers should be about how income affected **choice of travel.**