

Introduction to Travel, Tourism and Hospitality

NQF

Subject Examiner's Report

Unit Title: Introduction to Travel, Tourism and Hospitality
Unit Code: ITTH
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Question 1

- (a) (i) Define the term 'hospitality'. (1 mark)
(ii) Explain the links between hospitality and other components of the tourism industry. (9 marks)
- (b) (i) Give three examples of activities that might appeal to a leisure tourist. (3 marks)
(ii) Describe two ways in which a destination may meet the needs of a leisure tourist. (12 marks)

Total marks for Q1 25 marks

Suggested answer

(a) Award one mark for a valid definition and up to nine marks for explanation of the links, allowing for examples.

(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

(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) 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.

Examples of activities

- golf
- fishing
- sailing
- photography
- horse riding
- walking
- visiting a theme park
- shopping
- skiing

Accept any reasonable activity

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.

Total marks for Q1 25 marks

1. Comments on learners' performance

(a) (i) (ii) The majority of learners gave satisfactory definitions of the term hospitality and could outline some of the links across the various comments within the sector.

(b) (i) (ii) Sky diving was a popular choice (although not commonly practised!) of leisure activity. At the other extreme many learners mentioned reading and watching TV, which are very generic activities. There were some good answers about how destinations might meet the needs of leisure tourists, although at the lower end of performance, these tended to be generic needs of all tourists.

2. Mark scheme

The mark scheme worked well here, allowing for clear accreditation across the ability range.

3. Recommendations

Learners need to ensure their answers are specific to the context of the question.

Examiner's tips

Choose examples carefully. Leisure activities is a broad category; make sure your examples are realistic and refer specifically to tourists .

Question 2

- (a) (i) Define the term 'tourism'. (1 mark)
(ii) Explain why the concepts of travel, tourism and hospitality are described as being interdependent. (9 marks)
- (b) Explain why a country might develop its tourism industry for:
(i) Economic reasons (5 marks)
(ii) Social reasons (5 marks)
(iii) Cultural reasons (5 marks)

Total marks for Q2 25 marks

Instructions to markers

- (a) Award one mark for a valid definition and up to nine marks for explanation of how the three concepts are interdependent, allowing for examples.

- Tourism is the study of man away from his usual habitat, of the industry which responds to his needs and of the impacts that both he and the industry have on the host's socio-cultural, economic and physical environments. Jafari (1990) p.36
- The sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin governments, universities, community colleges and non-governmental organisations, in the process of attracting, transporting, hosting and managing these tourists and other visitors. Weaver and Oppermann (2000) p.458
- Travel sits alongside tourism as a key component: • Travel involves movement from place to place. This is a fundamental aspect of tourism, and in its absence there would be no tourism. Wall (2000) p.600
- 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
- The interdependence between travel, tourism and hospitality can be explained in terms that tourists by nature must travel from one place to another; other than day visitors, all other forms of tourism involve overnight stays, which intrinsically links to hospitality and the provision of accommodation and catering. It is difficult for a tourism experience to be taken in isolation, away from travel and hospitality.

- (b) Award one mark for each reason identified, explained or exemplified, up to a maximum of five marks for each type.

Economic reasons

- to earn foreign exchange
- to boost the country's GDP
- to provide jobs for local people
- to provide local people with an income
- to provide government with taxes
- to enhance quality of living standards
- to help develop country's infrastructure

Social reasons

- to encourage interaction between locals and visitors
- to encourage pride in national identity
- to provide training opportunities for locals
- to improve standards of living
- to prevent migration to cities in search of employment
- and consequently to preserve traditional family make up

Cultural reasons

- to preserve customs, culture and traditions

- to showcase local food, dance, art, crafts etc
- to preserve local heritage for future generations
- to promote cultural understanding between different countries
- to share traditions with others

Total marks for Q2 25 marks

1. Comments on learners' performance

(a) (i) (i) Most learners made a competent attempt to define the concept of tourism. There was some overlap in answers concerning interdependency with the previous answers about links between the various components. **(b)** This was answered well by all those who attempted this question. Economic reasons were understood and exemplified more effectively than social and cultural reasons.

2. Mark scheme

The mark scheme caused no issues. The instructions were clear and the indicative content was useful and relevant.

3. Recommendations

Learners need to really understand the relationship between each of the core sectors of the industry and should be able to give clear and concise definitions of all key terminology used to describe the structure of the industry.

Examiner's tips

Social impacts of tourism are not understood as well as economic and cultural impacts; it is important that learners understand the key differences between each of these categories

Question 3

- (a) (i) Give four examples of service providers in travel, tourism and hospitality.
(ii) Explain how these types of services contribute to the overall tourist experience.

(10 marks)

(i) Award one mark for each valid example (named examples can be accepted) e.g.

- information services - Tourist Information Centres
- guiding services - accredited tourist guide
- passport and visa services - e.g. in the UK, offered by the Post Office
- currency exchange services - e.g. Travelex

(ii) Award one mark for each valid point, to a maximum of 6 marks

Travel, tourism and hospitality are often described as part of the service industry, because it is very difficult to separate out the service element of the tourism product.

Tourist services are an integral part of the overall experience; a tourist will require services in order to be able to access the other component parts of a visit e.g. they cannot travel without a valid passport/visa; they require currency to pay for transport between the gateway and the destination; they use the services of a TIC to identify attractions and activities to visit and to do whilst in the destination and often benefit from the knowledge and security a tour guide can offer.

Maximum marks for (a) 10 marks

- (b) Describe the following forms of tourism packaging:
- (i) Group travel
 - (ii) Business travel
 - (iii) All-inclusive travel

Award up to five marks for a developed description of each type of packaging (max 15) e.g.

Group travel

- may be a special interest package or educational group with organised tours
- tends to include coach travel to keep group together
- may benefit from discounted prices
- there may be free places for the group organiser and/or coach driver
- all elements of the package have to be pre-booked because of the numbers of visitors involved
- meals tend to be buffet or cafeteria style for speed

Business travel

- supports specific MICE purposes
- includes meeting facilities, equipment needed etc.
- accommodation is often at the venue hotel
- often includes access to the executive lounge at the airport and at the hotel
- pre-arranged meet and greet transfers often by hotel car

All-inclusive travel

- inclusive price
- accommodation, transport and local transfers
- all meals and snacks included, even ice creams
- all soft drinks, hot beverages, local wines and spirits included
- in-resort water and sports activities - snorkelling, windsurfing, water-skiing etc. included

Credit all valid examples

Maximum marks for (b) 15 marks

Total marks for Q3 25 marks

1. Comments on learners' performance

- (a) The term 'service providers' was frequently misinterpreted and all forms of principle were covered.
- (b) Packaging was not always understood. Many learners who chose this question gave definitions and descriptions of each form of tourism,

2. Mark scheme

The mark scheme entry here was fit for purpose, giving clear guidance and useful indicative content to aid markers to credit full and partial answers.

3. Recommendations

Learners need to be more familiar with key terminology from the syllabus.

Examiner's tips

Key phrases from the syllabus should be visited on a regular basis throughout the learning journey – learners could make their own tourism glossary to learn vocationally specific terminology.

Question 4

Describe the role of the transportation sector in the overall tourism experience. **(15 marks)**

- (b) (i) Suggest two reasons why infrastructure development is important to support tourism. **(4 marks)**
(ii) Explain why national governments often own and operate tourism businesses such as airports. **(6 marks)**

Total marks for Q4 25 marks

Suggested answer

- (a) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development.

- 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) 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.

- 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.
- 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.

Total marks for Q4 25 marks

1. Comments on learners' performance

- (a)** The phrase 'role of the transportation sector' seemed to make this question less accessible than was intended. There were some very good answers but also some very weak ones.
- (b)** Answers here were variable. Infrastructure was reasonably well known and most focused on the scale of operation as the main reason.

2. Mark scheme

The mark scheme worked effectively, allowing a flexible approach in marking developed answers. This worked to the candidates' best advantage.

3. Recommendations

The transportation sector should have been much more accessible a concept than it appeared to be. Each component of the industry should be studied in detail.

Examiner's tips

Infrastructure development is both a positive social and economic impact of tourism. Do not be afraid to show how learning overlaps across several sections of the syllabus.

Question 5

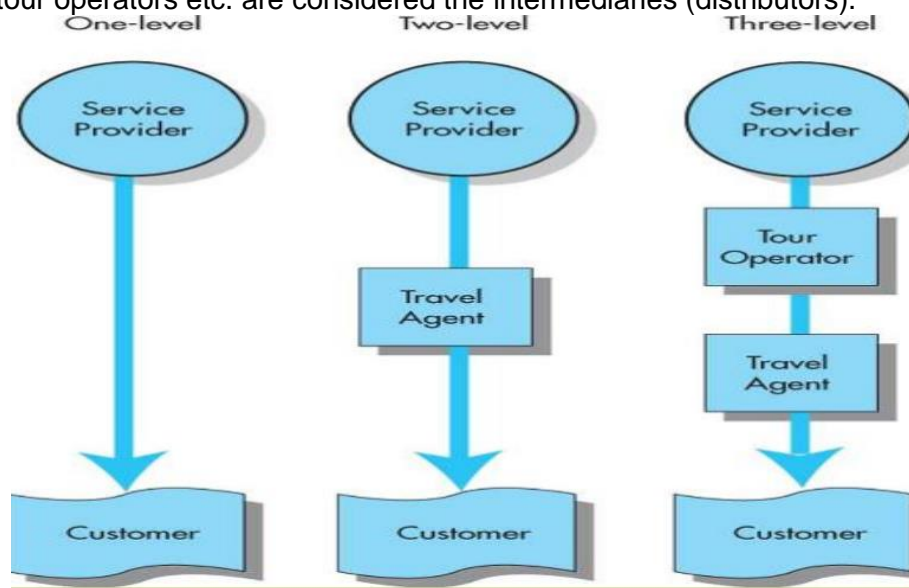
- (a) (i) Define the term 'tourism intermediary'. (1 mark)
(ii) Describe the role played by wholesalers and retailers as intermediaries in the travel distribution system. (9 marks)
- (b) Explain the benefits to the customer of purchasing an all-inclusive package. (15 marks)

Total marks for Q5 25 marks

Instructions to markers

(a) Award one mark for a valid definition and up to nine marks for a description of the roles played by wholesalers and retailers in travel distribution.

- The term intermediaries can be defined as any dealer who acts as a link in the chain of distribution (middleman) between the company and its customers. (Lubbe 2000) In the tourism industry, travel agents, tour operators etc. are considered the intermediaries (distributors).



- The tour operator in the three level distribution system acts as a wholesaler, purchasing tourism services in bulk and then marking up the price and reselling in packaged form. The Tour Operator as a wholesaler plans, prepares, markets and often operates vacation tours. They are also known as tour packagers or tour wholesalers.
- The travel agent, in both the two level and the three level distribution channel acts as the retailer. This is the most common form of tourism supplier. Travel agencies are the department stores of the travel industry

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

- all-inclusive vacations have become increasingly popular due to their convenience and affordability.
- With all meals, drinks and activities included in the price, you will have very little to spend once you reach your destination.
- So, if your idea of heaven is a beach getaway on which you can relax and enjoy being catered for, an all-inclusive trip is the perfect choice.
- All-inclusive resorts are secure, safe and offer a range of amenities, dining options and activities on site.
- There are also many resorts that are perfect for families, with children's clubs, activities and entertainment for all ages.
- Many all-inclusive resorts blend these family amenities with indulgent escapes for adults; guests at these all-inclusive resorts are a mix of families, friends and couples.
- at most all-inclusive resorts free-flowing alcoholic beverages are part of the deal but premium brands may not be; at others, your all-inclusive plan may just cover non-alcoholic beverages.
- Non-motorised water sports such as kayaking are also usually included, but motorised water sports such as jet skiing may not be.

- Tours and excursions are not generally included nor are spa services.
- All-inclusive resorts will almost always have a detailed description of their all-inclusive plan available on their website, so it pays to do your research before reaching for your wallet.
- Some resorts advertise themselves as “24-hour all-inclusive” – this means that you will have access to unlimited food and drink 24 hours a day, while resorts that are not open day and night will usually specify meal times for you to follow.
- Speaking of food, do you consider fine dining a pre-requisite for a great vacation? If so, you may want to focus your search on four- or five-star all-inclusive resorts, which offer a variety of speciality restaurants and diverse menus. Less expensive all-inclusive resorts usually feature a lot of buffet-style dining.

Total marks for Q5 25 marks

1. Comments on learners' performance

(a) Many learners had a good understanding of the role of intermediaries and most could differentiate the roles of wholesaler and retailer, although at the lower end of performance these were often confused.

(b) All -inclusive is not generally well understood, despite it having appeared on previous question papers. Only the highest performing learners recognised that this is a form of leisure packaging and is not used in business tourism.

2. Mark scheme

This worked effectively to differentiate answers by outcome.

3. Recommendations

A greater understanding of the roles of travel agent and tour operator would be beneficial.

Examiner's tips

All-inclusive is a common concept in the leisure travel market and is especially popular with families because after paying upfront, there are no further hidden charges incurred.

Question 6

- (a) Describe two main developments in international tourism since the 1950s. (10 marks)
- (b) Describe the coordinating role of local/national government in the development of a tourism destination. (15 marks)

Total marks for Q6 25 marks

Suggested answer

- (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.
- **More affluence** - since 1950 people have become more wealthy. 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) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development.
- 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.

Total marks for Q6 25 marks

1. Comments on learners' performance

(a) Answers here were variable. Those who had specifically prepared this section of the syllabus, selected appropriate developments and used relevant examples. At the lower end of performance, learners described any aspect of the current tourism industry and tried to construct an argument for its significance.

(b) This question was answered well, with most learners showing a good understanding of the role of national government. Weaker responses described why government supports tourism, rather than focus on the coordination role.

2. Mark scheme

Clear marking guidance and integrated flexibility in allowing developed answers caused no issues here for this mark scheme.

3. Recommendations

Learners must study major developments in the industry and recognise which of these hold most significance in influencing current trends and demands.

Examiner's tips

Read questions carefully. Highlight key words to ensure your answer matches what is required of you

Question 7

- (a) (i) Describe the components of a tour package. (4 marks)
(ii) Outline the steps involved in developing a tour package. (6 marks)
- (b) Explain the relationship between cost of travel and international tourism flows. (15 marks)

Total marks for Q7 25 marks

Instructions to markers

- (a) Award one mark for each of four main components of a tour package, and one mark for each point in the process of developing a tour package, up to a maximum of six marks to allow for development.

- Components of a typical package include: attractions, events, activities, transportation, accommodation, meals, drinks and taxes.

There are a number of steps involved in developing a tour package, including:

- Market research to identify the experiences and features the target market desires
- Setting clear sales and customer expectation objectives for the package •
- Assessing the area attractions and traveller services.
- An appealing inventory of experiences, attractions and support services is necessary to sell a package
- 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 •
- Pricing the package. On a per-customer basis, you will need to calculate the variable costs, the fixed costs and the overhead/marketing costs. Variable costs are those that will change according to the number of customers you have on the trip.
- Establish management and quality control systems to coordinate plans with package partners, establish credit policies, contingency arrangements, customer communications and tracking of results.

- (b) Award one mark for each relevant point made, up to a maximum of 15, allowing for relevant examples and development.

- Tourism, as an economic activity, is characterized by a high level of elasticity.
- As transport costs are significant for international transportation, demand is strongly influenced by cost fluctuations. Therefore, transport is the key element in the tourism industry.
- The demand in international and even national transport infrastructures implies a very large number of people who wants to move in an efficient, fast and inexpensive manner.
- the growth in low cost carriers contributes to international tourism flows, depending on route networks offered
- "Holiday spenders" usually make enough contribution to the local economy that governments are more than willing to invest in efficient road networks or airport facilities, especially in locations that have limited economic opportunities other than tourism.
- There are however significant differences in the amount of spending per type of mode, namely between cruise and air transport tourism. Cruise shipping tourism provides much less revenue, with \$15 per passengers spent per port of call on average. A significant reason is that cruise lines are capturing as much tourism expenses within their ships as possible (food, beverages, entertainment, shopping).

Total marks for Q7 25 marks

1. Comments on learners' performance

(a) Not all learners were familiar with the components of a tour package or the steps involved in developing one. There were a few good answers, but on the whole, this was not answered particularly well.

(b) This was poorly answered by most learners who attempted the question. Cost was clearly understood, as was tourism flow in most cases. However, making any association between these two concepts was beyond most learner's comprehension.

2. Mark scheme

There were no issues with the mark scheme, which encouraged clear differentiation by outcome across the whole ability range.

3. Recommendations

Basic industry knowledge such as the components of a tour package is expected of all learners. Key terminology such as tourism flow should be taught and tested at regular intervals so that this question should have become more accessible to learners.

Examiner's tips

In a question which asks for the relationship between two ideas, it is important to ensure there is three parts to your answer: idea 1 explained, ide 2 explained and then the important part, remembering to find a reason for connecting these ideas by asking whether one aspect is dependent upon the other.

Question 8

Q8 (a) With reference to one recent example, describe how safety, security and crisis management issues might impact on future tourism demand. **(10 marks)**

(b) Explain the likely impact on future tourism demand of the following:

- (i) An ageing world population **(5 marks)**
- (ii) The rapid growth of business tourism **(5 marks)**
- (iii) An interest in responsible tourism **(5 marks)**

(Total 25 marks)

(a) Award marks according to depth of description, no marks for the example but answer must have a context, maximum 10 marks

E.g. Ebola

- had immediate effect on number of tourists willing to travel to affected areas
- governments issued travel advice with health warnings - impacts on number of visitors to those areas
- has wider impact on other destinations in the region, not affected by the disease, because of fears and misconceptions
- WHO involvement- signifies the seriousness of the threat
- tourists await future confirmation of the return to safety of affected destinations but demand will remain low for the foreseeable future as reputation of these destinations is tarnished
- governments will have to attempt rebranding which is extremely costly and takes time - very difficult in LEDCs.

Credit all valid examples

Total marks for (a) 10 marks

(b) *Award up to five marks for the description of how each predicted trend might impact, allowing for development*

Ageing world population

- larger number of retirees with increased levels of disposable income and leisure time
- products and services being developed to target the Grey Market
- improved accessibility for less mobile travellers
- improved health and medical facilities provides more sense of security for these travellers
- insurance products catering specially for the over 55s

Rapid growth of business tourism

- many countries developing improved MICE facilities
- airlines abandoning First Class facilities in favour of offering more business class accommodation
- more ICT available for the implementation and management of business packages
- more tour operators specialising in business packages
- national tourist organisations developing the business strand of their operations, offering conference organisers to support event management strategies

Interest in responsible tourism

- more organisations looking for 'green' certification
- more cultural links with host populations, home stays, etc.
- community projects, charitable programmes.
- corporate social responsibility references on websites
- fair trade associations

Credit all valid examples

Total marks for (b) 15 marks

Total marks for Q8 25 marks

1. Comments on learners' performance

(a) Safety, security and crisis management as concepts were understood, and many learners were able to apply these concepts to relevant examples and link this to the likely impact on demand at a fairly basic level.

(b) There were some good answers here, and also some limited responses where a description of the factors was given, rather than an assessment of the likely impact on future demand.

2. Mark scheme

The marking guidance here was useful. The indicative content helped determine credit-worthy answers in order to discriminate across the ability range.

3. Recommendations

Ensure learners have a broad understanding of issues that influence tourism demand at all levels.

Examiner's tips

Learners should keep up to date with the news to ensure they have awareness of issues that might affect tourism..