Examiners' Report
Lead Examiner Feedback

June 2024

Pearson BTEC Nationals
In Travel and Tourism (20208K)
Unit 2: Global Destinations

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Grade Boundaries

What is a grade boundary?

A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade, at Distinction, Merit and Pass.

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark is for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

Variations in external assessments

Each external assessment we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link

Introduction

This report has been written by the Lead Examiner for the BTEC Unit 2 – Global Destinations. It is designed to help you understand how learners performed overall in the three set tasks of the task based external assessment.

For each activity, there is an analysis of learner performance together with sample responses. We hope this will help you to prepare your learners for future external task-based assessments.

It is recommended this report is read in conjunction with all the associated documentation, the Part A: Research tasks, Part B: Set Tasks for the external task-based assessment, Part B: Information Booklet and the Mark Scheme.

This was the seventh task based external assessment/exam series for the Pearson BTEC Level 3 Nationals Extended Certificate, Foundation Diploma, Diploma, Extended Diploma in Travel and Tourism, Unit 2 Global Destinations. The task based external assessment has a total of 60 marks available.

Once again, it was good to see some excellent responses and it was apparent that many learners were prepared and understood all three task requirements.

Centres are clearly putting in a lot of work in preparing learners and are using the past papers and lead examiners reports to fully prepare their learners for this unique assessment.

It is good to see that once again, the majority of learners attempted all three activities, and a range of marks was awarded. To support centres in preparation for the external task-based assessment, it is highly recommended that centres access the material available to download from the Pearson website:

• The Sample Assessment Materials (SAMs) which include sample task based external assessments Part A and Part B, Information Booklets and Mark Schemes.
• The Lead Examiner Reports from this and past series.

It was evident that some learners needed extra answer sheets to continue their responses. It is essential that learners please indicate on the answer booklet that there is a continuation elsewhere. Some used an * 'continues on attached sheet'.
It is also essential that they do not go back to unused pages in previous activity answers, to continue their later activity answers, and use extra sheets rather than doing this.

Introduction to the Overall Performance of the Unit

This external task-based assessment is in two parts. The first, Part A is issued ahead of the date of the formal assessment and gives details of research tasks which learners should carry out. It also includes instructions on what learners are permitted to bring to the formal assessment.

Part B includes an Information booklet with information to support the activities; Part B also includes the Set Task – this is the three activities that comprise the formal assessment. The formal assessment is completed in three hours and has 60 marks available.

Results were once again encouraging and indicated the task based external assessment was accessible for learners. As indicated earlier, the majority of learners engaged well and provided a response for all three activities. There were few blank or incomplete responses.

Whilst some learners still give descriptive responses, particularly on activity 2, this is clearly an improving area across series and the majority of responses seen are endeavouring to explain (activity 2) and evaluate (activity 2 and 3). It is also pleasing to see how many responses are focused on the target content areas of within each activity as directed. So, within this series Activity 1 – appeal for business travellers, activity 2 the needs of the family in the customer profile, and in activity 3 active ageing society as the main focus and destination management and publicity.

It is still worth highlighting to learners, time spent writing out the itinerary in activity 2, or in activity 3 copying sections on the destination from the information booklet, means less time focusing on constructing their response.
It is also worth highlighting to learners that quantity of response is very unlikely to be higher scoring than quality. The focused responses will score the higher marks.

Similar to previous series on activity 3, learners were more confident writing about Croatia, the destination they had researched. Often, they would write about this first and more extensively.
In activity 1, there was some evidence that learners are including content such as the TALC model in their response even though this was not part of the activity. This has been seen in previous series although was probably to a lesser extent.

Where incomplete responses were seen, this was probably due to poor exam technique rather than lack of knowledge. Some learners simply spent too long on one activity and did not observe the time available.

Similar to previous series, but to a lesser extent some copied too much of their own research and/or copied all three itineraries in activity 2, leaving insufficient time for activity 3, which is worth the most marks.
Where activity 3 was attempted first, some learner responses on activity 1 and 2 were incomplete. Again, writing too much on this task may impact on activity 1 and/or 2. Although starting with this activity is still a good strategy as it has the highest marks with a possible 24 marks in total.

A planned approach, across the three activities is something to work on as part of the preparation. The external assessment successfully discriminated across all ability levels and marks were awarded across all four-mark bands of the marking scheme for each activity.
Where learners did not access the higher marks available, it was largely due to them not demonstrating skills such as application of knowledge and ability to evaluate. This is consistent across all series. This suggests for many learners it is less an issue about research of destinations and finding content to write about or understanding the information booklet content; and more about constructing focused responses by selecting relevant examples to show knowledge and understanding of the appeal of destinations, factors influencing appeal and meeting customer needs, by using research and the information booklet.

The following section gives further detail about the individual activities and will help to guide learners to prepare.

Individual Questions

The following section considers each activity on the Part B Set Tasks, task based external assessment, providing examples of learner responses and a brief commentary of why the responses gained the marks they did. This section should be considered with the live external assessment documentation mentioned above and the corresponding mark scheme.

Activity 1

In Part A the research preparation for Activity 1, learners were provided with a brief introduction to Abu Dhabi, United Arab Emirates, and required to conduct research into three key features and aspects of Abu Dhabi.

In Part B, the Set Task for Activity 1 required learners to write an article that explained the key features of Abu Dhabi, United Arab Emirates that make it suitable for year-round business travel.

Learners needed to use their own research, and the weather and climate information in the Information booklet to support their article. This activity was worth 20 marks.

Some excellent responses were seen, and it was evident learners engaged well with the activity as there were varied examples of features of Abu Dhabi and surrounding areas. Most learners had conducted sufficient and appropriate research.

Many learners displayed knowledge and understanding of the appeal of Abu Dhabi, United Arab Emirates as a destination for year-round business travel, and the climate information given in the booklet was used well.

Demonstrating knowledge and understanding of the appeal of Abu Dhabi, United Arab Emirates as a destination for year-round business travel was clearly attempted by the majority of learners. However, some responses tended to focus on features that could equally applied to leisure travel such as visitor attractions and accommodation and provided more simplistic reasoning about why it they may be suitable features for business travellers. In some cases, with no reasoning for business travel.

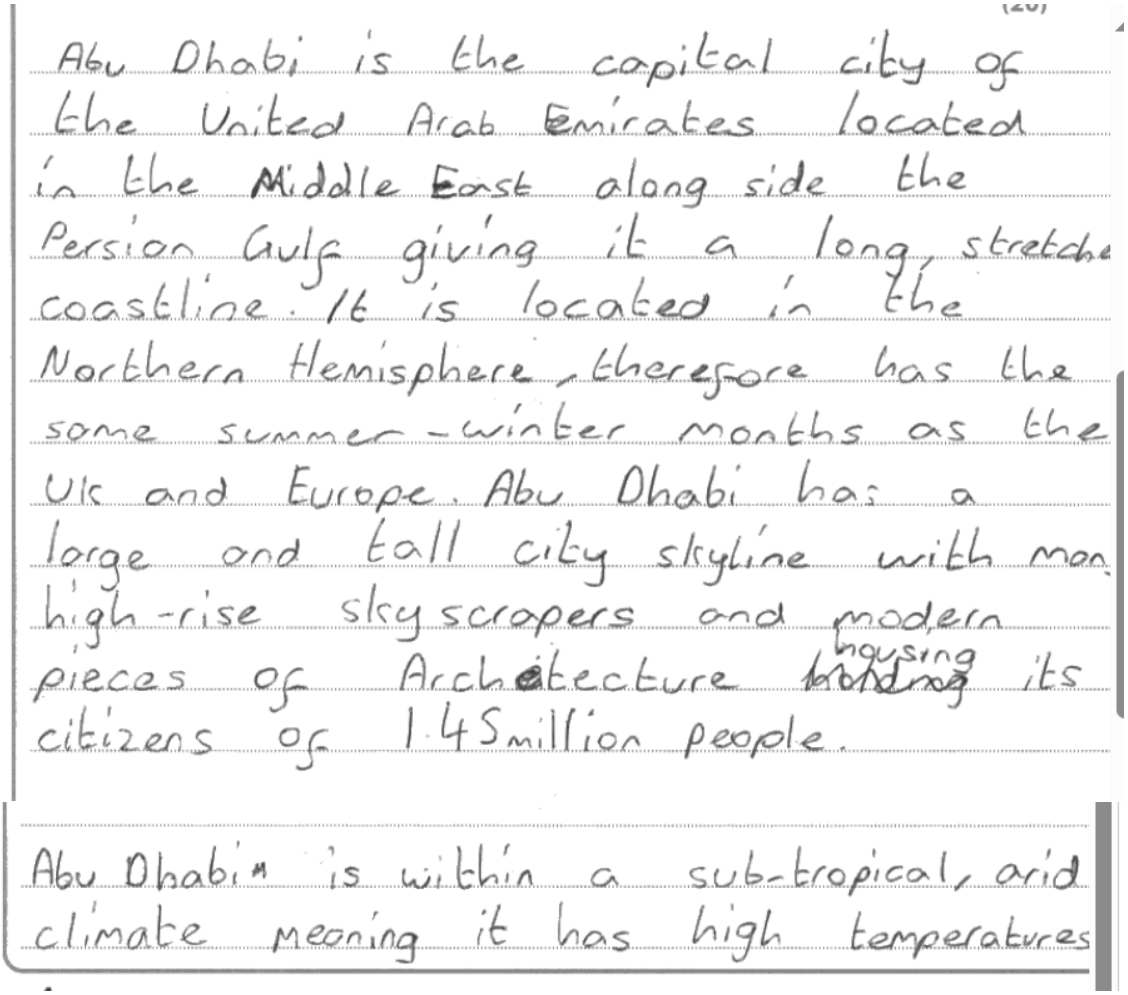
However, the more focused responses gave examples related to a range of features such as specific named accommodation, transport such as the airport and airlines, events such as formula and conference facilities. The

more focused responses gave good and, in some cases, comprehensive knowledge and understanding of why they may be suitable for business travellers, such as networking opportunities at events and visiting attractions to gain an understanding of the culture to support business activities within the country.

Year round was considered by most as travelling at different times in the year using the graphs in the information booklet and how the climate and weather impacted business travel in a positive or negative way. Some responses considered year-round travel as multiple trips, and this was also appropriate.

A range of responses were seen and marks across the four-mark bands were accessed. The majority of learners gained marks in Mark Band 2 or Mark Band 3; this is a similar to previous series for this activity.

The following response starts with the location and moves onto weather/climate so using the information booklet and consideration of travel at different times of the year. Facilities and services are given with some explanation of appeal to business travellers on connecting flights. Then includes travelling around Abu Dhabi and examples of conference facilities, some data on safety and security with some link to appeal but this is not focused on business travellers. Details a religious attraction and Emirates Palace are given with some link to appeal for business travellers going 'after work'.
The best fit for this response is mark band 2 from the marking grid as there is adequate knowledge and understanding with some attempt to use their research and the information booklet. There is some focus on business travel.



Abu Dhabi is the capital city of the United Arab Emirates located in the Middle East along side the Persian Gulf giving it a long stretche coastline. It is located in the Northern Hemisphere, therefore has the same summer-winter months as the UK and Europe. Abu Dhabi has a large and tall city skyline with man high-rise skyscrapers and modern pieces of Architecture housing its citizens of 1.45million people.

Abu Dhabi is within a sub-tropical, arid climate meaning it has high temperatures

and sunny, blue skies for almost the whole year and only receiving rain during the winter-spring months of December to April. Throughout the year Abu Dhabi reaches temperatures of all the way up to 40°C and only as low as 20°C during the winter. during the year, Abu Dhabi has a minimum of 240 hours of sunshine per month, whilst reaching all the way up to 350 hours of sunshine in may to June. The month of the year with the highest average precipitation is February with only 20mm of rainfall which is ideal for all types of travellers.

Abu Dhabi is a ideal location for corporate travel because it has easy access for anyone's needs, high-quality facilities and amenities and many fun and interesting activities and attractions for business people to see during their non-working hours.

For example, when driving in Abu Dhabi at the Zayed International Airport, there are

many high stordard facilities that can be used which are very useful if you are entering or possibly waiting for a connecting flight ~~to~~ in Abu Dhabi. For example, in the airport there is free Wi-Fi, prayer rooms, smoking rooms, shops and restaurants, premium lounges which can be used to complete work when waiting for a pick up or connecting flight, taxi ranks and many more.

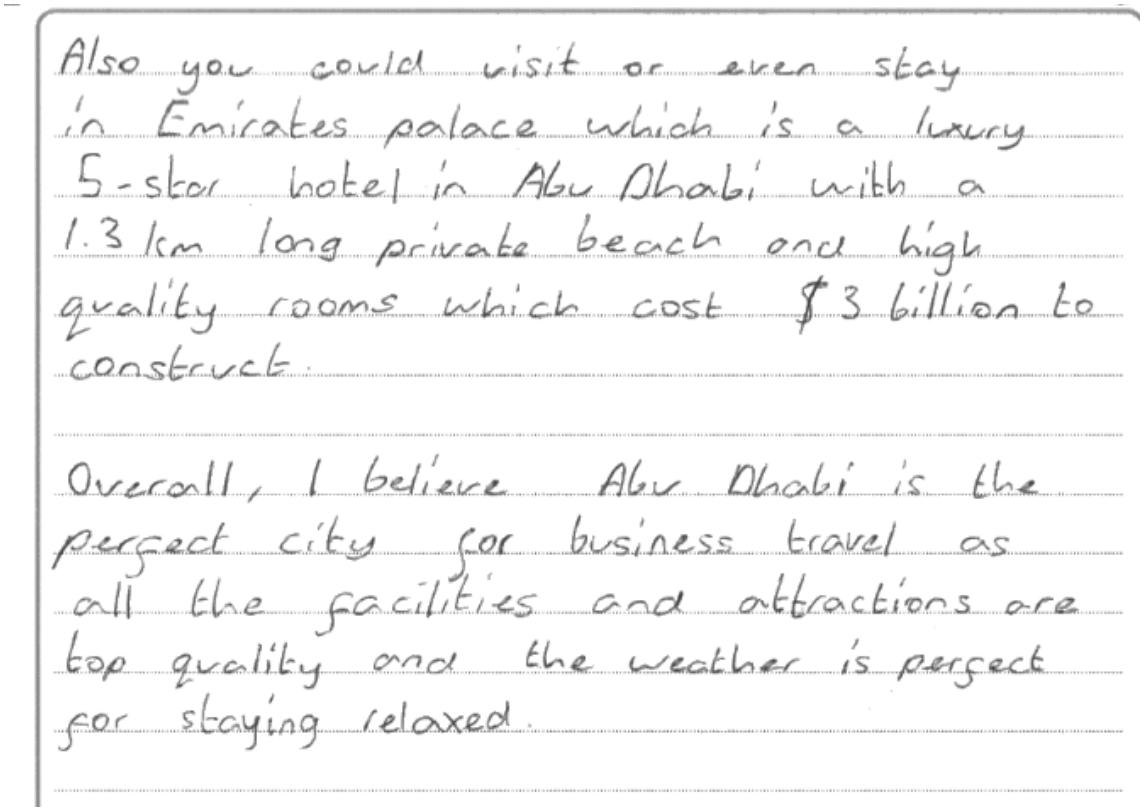
Furthermore, when staying in Abu Dhabi no matter where within the city you stay there is always something nearby which can be useful or fun to do. The taxi's in Abu Dhabi are reasonably prices and are located everywhere so are to get to move around the Capital City.

If when you arrive into ~~the~~ the city and need advice or information due to it being your first time there, there are tourist information centres like Yas Island Visitor Centre to help you with any worries.

when coming to Abu Dhabi for business reasons like conferences you will most probably be invited to the massive skyscrapers dedicated to meetings and corporate travellers. For example, Capital Gate Building is a 35-storey SkyScraper which holds over 1200 people for conferences or meetings etc. It cost £231 million to construct and leans 14° more than the Tower of Pisa.

Another reason why Abu Dhabi is ideal for year-round business travel is it listed as the safest city in the world with a safety index of 86.8 and the lowest crime rate in the world of only 13.1, therefore there is no worry of potentially being mugged or assaulted etc.

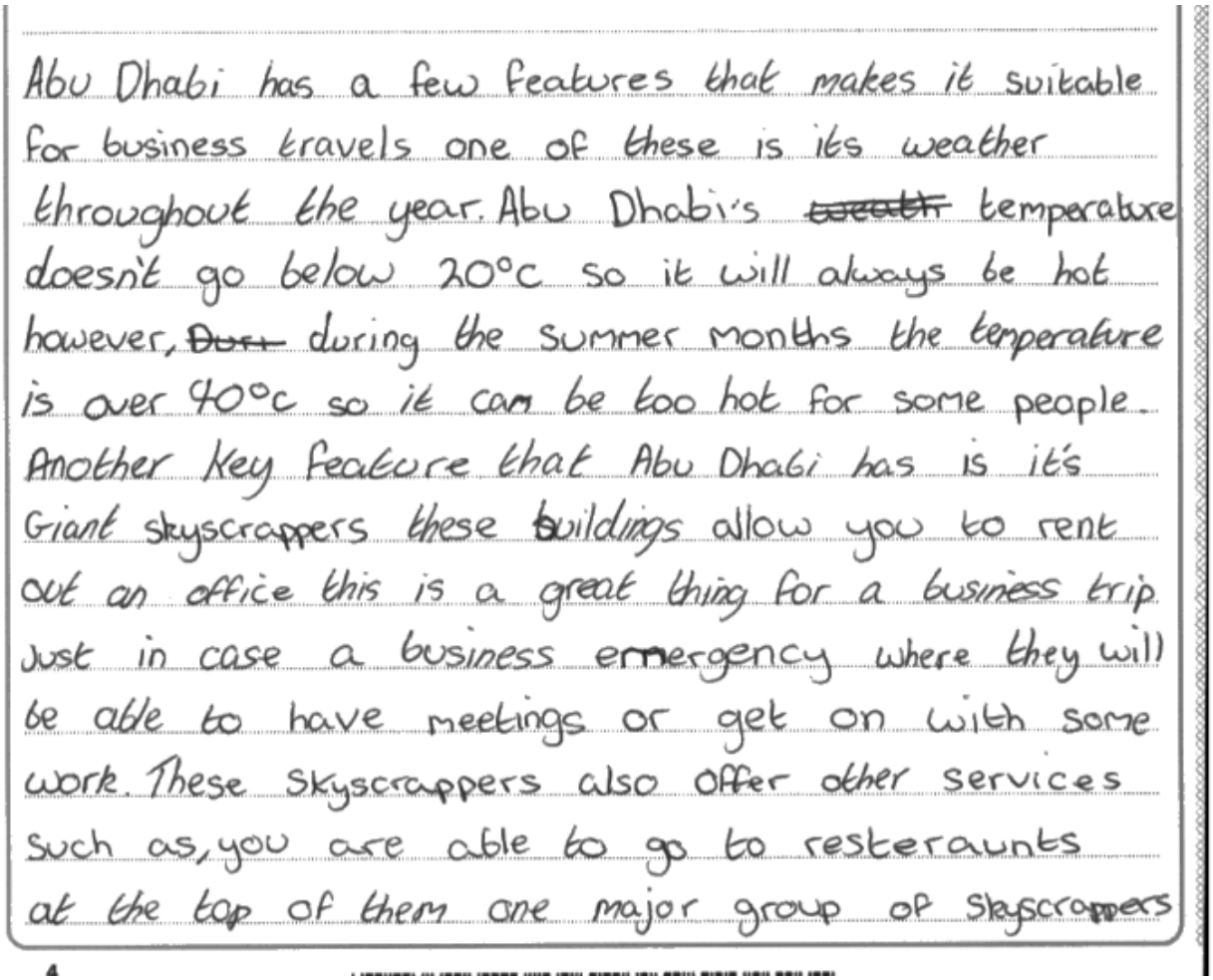
During non-working hours, business people can visitor some of the famous attractions which make the city so famous. For example, Sheikh Zayed Grand Mosque is the countries largest mosque reaching 115m tall and costing $ 545 million to construct.


Also you could visit or even stay in Emirates palace which is a luxury 5-star hotel in Abu Dhabi with a 1.3 km long private beach and high quality rooms which cost $3 billion to construct.

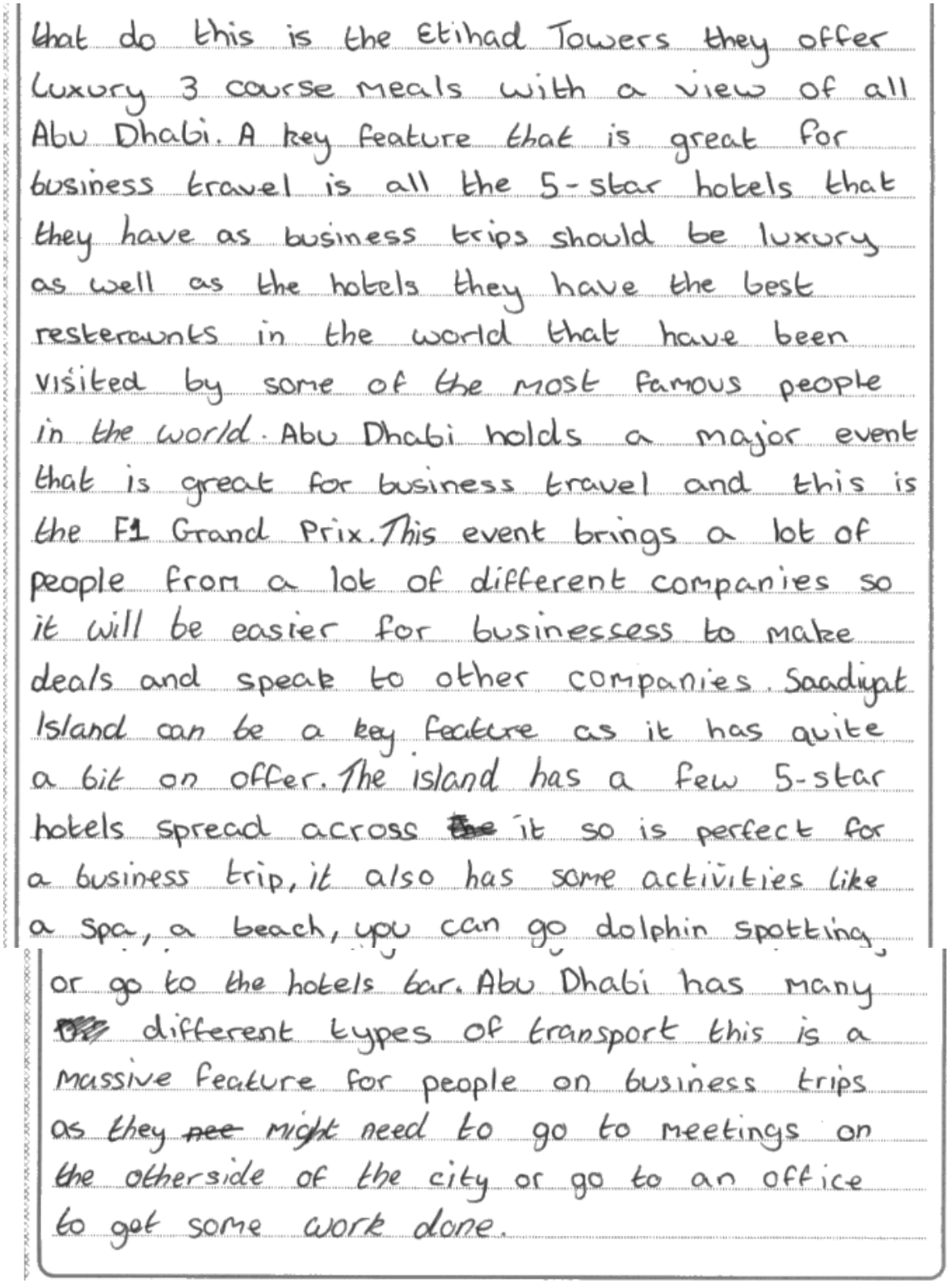
Overall, I believe Abu Dhabi is the perfect city for business travel as all the facilities and attractions are top quality and the weather is perfect for staying relaxed.

Total Marks = 7 (Mark Band 2)

The following response starts with weather and use of temperature charts from the information booklet, explaining it may be too hot but not focused on business travel. Moves onto buildings and accommodation with named examples (Etihad Tower) with links to appeal for business travellers. Formula 1 is included with a good explanation of appeal for business travel, then the Saadiyat Island, facilities and transport with some logical links to business travel. Best fit is marking band 3 as it demonstrates good knowledge and understanding, logical connections to their own research and the information booklet.



Abu Dhabi has a few features that makes it suitable for business travels one of these is its weather throughout the year. Abu Dhabi's ~~weather~~ temperature doesn't go below 20°C so it will always be hot however, ~~Dur~~ during the summer months the temperature is over 40°C so it can be too hot for some people. Another key feature that Abu Dhabi has is it's Giant skyscrappers these buildings allow you to rent out an office this is a great thing for a business trip just in case a business emergency where they will be able to have meetings or get on with some work. These skyscrappers also offer other services such as, you are able to go to resterauntes at the top of them one major group of Skyscrappers



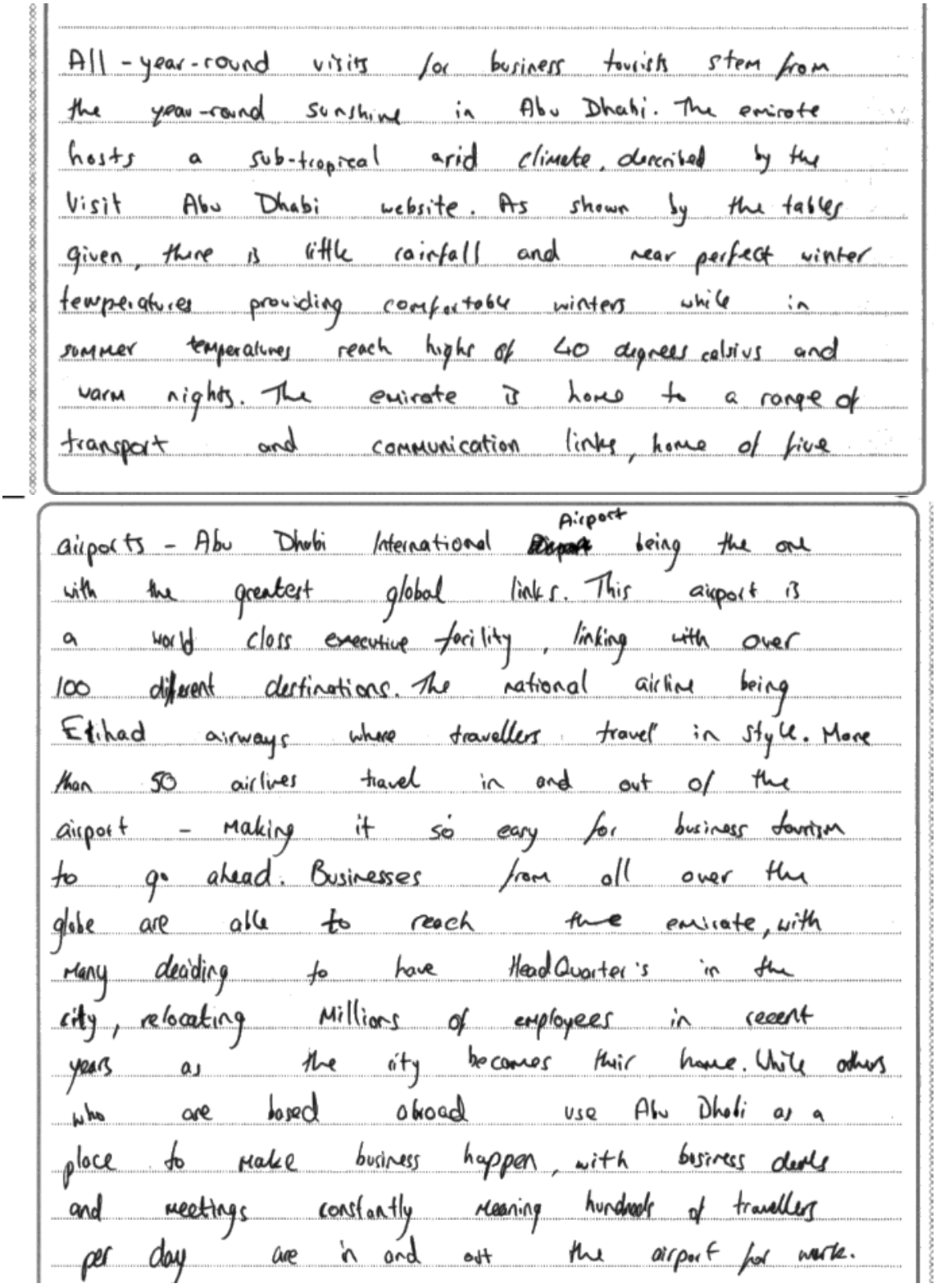
that do this is the Etihad Towers they offer luxury 3 course meals with a view of all Abu Dhabi. A key feature that is great for business travel is all the 5-star hotels that they have as business trips should be luxury as well as the hotels they have the best resterants in the world that have been visited by some of the most famous people in the world. Abu Dhabi holds a major event that is great for business travel and this is the F1 Grand Prix. This event brings a lot of people from a lot of different companies so it will be easier for businessess to make deals and speak to other companies. Saadiyat Island can be a key feature as it has quite a bit on offer. The island has a few 5-star hotels spread across ~~the~~ it so is perfect for a business trip, it also has some activities like a spa, a beach, you can go dolphin spotting, or go to the hotels bar. Abu Dhabi has many ~~the~~ different types of transport this is a massive feature for people on business trips as they ~~nee~~ might need to go to meetings on the otherside of the city or go to an office to get some work done.

Total Marks = 13 (Mark Band 3)

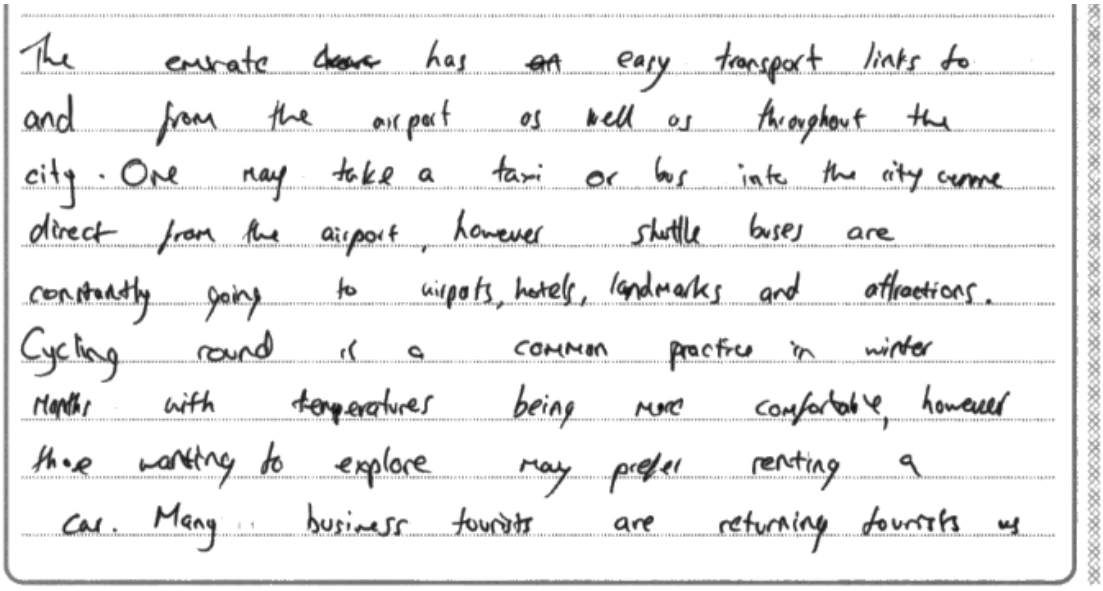
In this response it begins with location with some link to business travel ‘epicentre’. Then goes onto to provide some developed context and link to Dubai and quote from a source to confirm Abu Dhabi is a ‘strong international business destination’. Climate is included with appeal for business travel year-round, also transport to including airports/airlines focusing on the number of airlines and destinations that fly to Abu Dhabi and how it supports high numbers of business tourists already. Then moves onto transport around Abu Dhabi including range of methods and appeal to business travellers. Some attractions are considered and a link to Formula 1 and business networking. It then moves back to the appeal for business travel and connection to Dubai due to ease and time. There is a summary with appeal for business travel based on travel from UK and location in centre of world. So, a very focused and comprehensive response where best fit is mark band 4 as there is comprehensive knowledge and understanding, sustained with a range of aspects travel, transport, events, attractions, climate.

Abu Dhabi, located on an Island in the Persian Gulf, is the capital of the United Arab Emirates. The emirate is the largest of seven in the country, owning 87% of the landmass across 26,000 square miles. The UAE is ~~part of~~ in the middle East, Asia, bordering Oman to the East and North, and Saudi Arabia to the West and South. Abu Dhabi is split into 3 regions, Abu Dhabi city - the epicentre for business travell across the globe, Al Ain and Al Dhafra. The emirate of Abu Dhabi consists greatly of salt flats, gravel plains and vast desert land while in recent years, the city of Abu Dhabi has become something of a tourism hotspot.

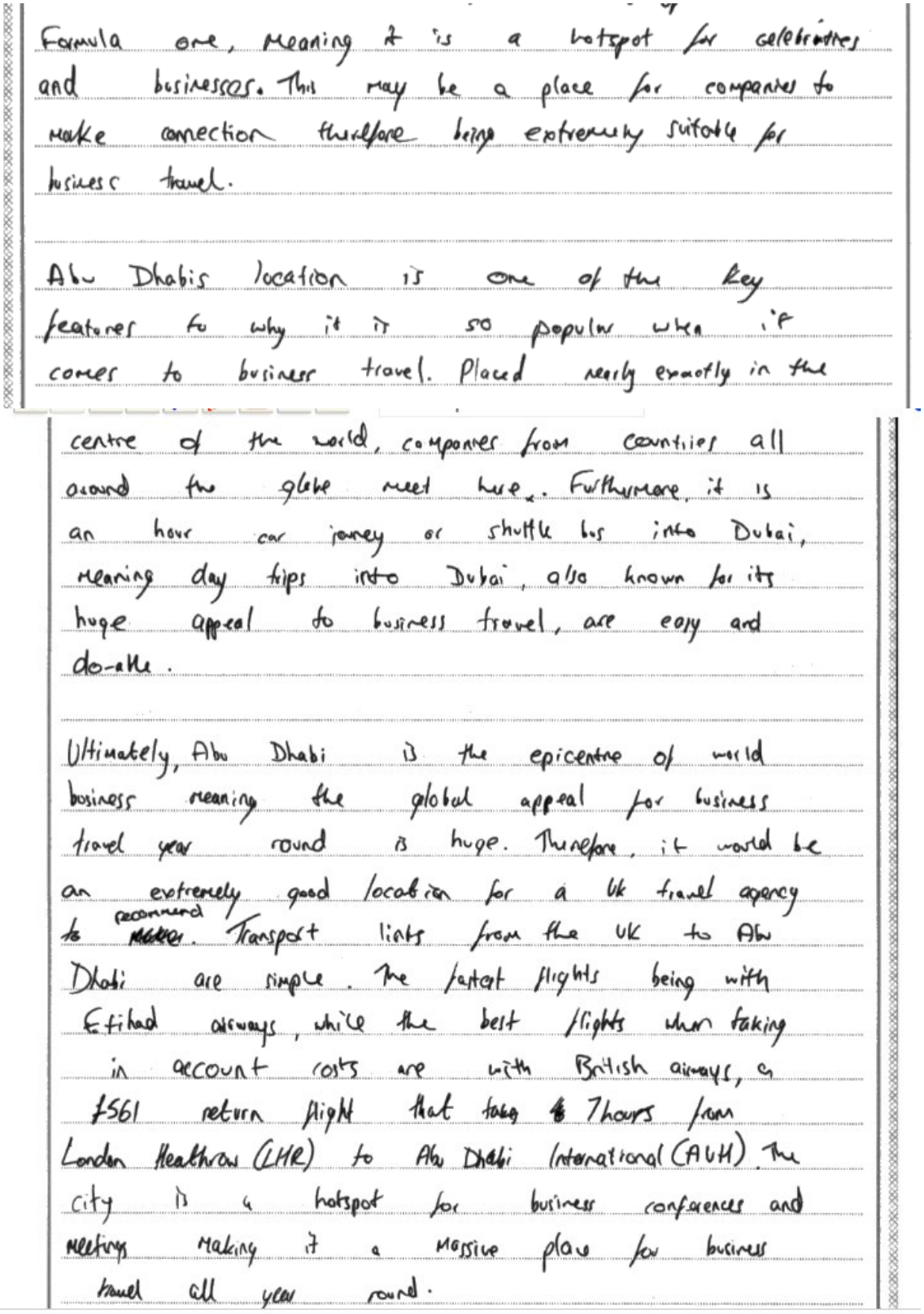
Going from just a fishing town only a few decades ago, since the 1990's, following the influence of it's neighbouring ~~one~~ Dubai which is an hour and fifteen minute drive away, Abu Dhabi city has grown into a modern, global destination as according to the AbuDhabi.gov.ae website, they aim to become one of the fastest growing global destinations as they expand to reach a broad range of markets from business tourists, leisure tourists ~~and~~ to adventure tourists. When it comes to the appeal to business tourists, expedia labels Abu Dhabi as "the centre of all international business", as it becomes the epicentre of interaction between the biggest companies in the world. The city is full of business tourists, travelling away to take part in massive money deals, conferences and events while also getting a feel for local culture.



All-year-round visits for business tourists stem from the year-round sunshine in Abu Dhabi. The emirate hosts a sub-tropical arid climate, described by the Visit Abu Dhabi website. As shown by the tables given, there is little rainfall and near perfect winter temperatures providing comfortable winters while in summer temperatures reach highs of 40 degrees celsius and warm nights. The emirate is home to a range of transport and communication links, home of five airports - Abu Dhabi International Airport being the one with the greatest global links. This airport is a world class executive facility, linking with over 100 different destinations. The national airline being Etihad airways where travellers travel in style. More than 50 airlines travel in and out of the airport - making it so easy for business tourism to go ahead. Businesses from all over the globe are able to reach the emirate, with many deciding to have Head Quarters in the city, relocating Millions of employees in recent years as the city becomes their home. While others who are based abroad use Abu Dhabi as a place to make business happen, with business deals and meetings constantly meaning hundreds of travellers per day are in and out the airport for work.



The emirate does has an easy transport links to and from the airport as well as throughout the city. One may take a taxi or bus into the city centre direct from the airport, however shuttle buses are constantly going to airports, hotels, landmarks and attractions. Cycling round is a common practice in winter months with temperatures being more comfortable, however those wanting to explore may prefer renting a car. Many business tourists are returning tourists as it is part of their job role to be in and out the city throughout the year and therefore they may not be inclined into visiting the attractions and sites Abu Dhabi has to offer. While those given the opportunity, maybe a once-in-a-lifetime experience, may be inclined to want to visit the best that Abu Dhabi has to offer. These tourists can experience - as expedia labels it - "The city of surprises", visiting places such as The Louvre Abu Dhabi, the largest museum in the UAE, famous for its Dome roof designed to make shadows that resemble those made by Abu Dhabis trees. Other attractions may be, Ferrari world, home to the planets fastest roller coaster, the Heritage village, observation deck at 300, giving you a view of the city skyline. Activities include, skydiving, eating local Arabian cuisine, Jetskiing, or visiting the formula one circuit. The F1 circuit, Yas Marina circuit is home to the final round of the



Formula one, meaning it is a hotspot for celebrities and businessers. This may be a place for companies to make connection therefore being extremely suitable for business travel.

Abu Dhabis location is one of the key features to why it is so popular when it comes to business travel. Placed nearly exactly in the centre of the world, companies from countries all around the globe meet here. Furthermore, it is an hour car journey or shuttle bus into Dubai, meaning day trips into Dubai, also known for its huge appeal to business travel, are easy and do-able.

Ultimately, Abu Dhabi is the epicentre of world business meaning the global appeal for business travel year round is huge. Therefore, it would be an extremely good location for a UK travel agency to recommend. Transport links from the UK to Abu Dhabi are simple. The fastest flights being with Etihad airways, while the best flights when taking in account costs are with British airways, a £561 return flight that take 7hours from London Heathrow (LHR) to Abu Dhabi International (AUH). The city is a hotspot for business conferences and meetings making it a massive place for business travel all year round.

Total Marks = 19 (Mark Band 4)

Activity 2

In Part A there was no research preparation needed for Activity 2. In Part B, in the Set Task for Activity 2, details of three possible itineraries for tours of India's famous attractions are shown.

Itinerary options were provided in the Information Booklet. In addition, learners were given a brief scenario with details of the needs and circumstances of a family with two children aged 2 and 10, seeking advice on the most suitable itinerary for them in July.

The needs of the customers were:

- 17 days to travel
- a total budget of £12,000
- two-year-old child needs a stroller/pushchair
- spend a week visiting family in Delhi
- opportunities for visiting India's famous sites and attractions.

The needs and circumstances of the customers and each itinerary option need to be considered in an email to the customers. In the email, learners needed to provide an evaluation of each of the proposed options, based on the consideration of the customers' needs and a justified recommendation of the most suitable option.

This activity was worth 16 marks. A range of responses were seen and marks across the four-mark bands were accessed. Similar to previous series, the majority of learners gained Mark Band 2 or Mark Band 3 marks.

This is a popular activity that most learners seemed to enjoy and engaged well with the scenario. This has been consistent across this series and previous series. Demonstrated by many learners providing responses that consider all three itineraries and provide a recommendation that make good use of the information provided and write at length. Learners also demonstrate their understanding of the travel and tourism industry and a recognition of unstated and stated customer needs. The majority of learners understood the need to evaluate all three options and considered their suitability. Many responded to the context in the terms of producing an email 'Dear customers' with an introduction summarising the situation and offering more help 'please contact me if I can help further' before signing off.

The majority do choose an option as a conclusion with some justification, which is a part of the activity. In this activity, the needs of the family with two young children, one who needs a stroller were popular aspects for many learners to

consider in their evaluations, as was the spending time with family and visiting famous attractions.

As seen in previous series, some learners do not know how to write an evaluation nor how to justify recommendations. This may be as some perhaps did not spend enough time planning their responses and were unable to provide a logical and coherent evaluation. Making full use of and scrutinising all elements of the three itineraries is a weaker area.

In particular, aspects such as different types of activities are often missed as part of the evaluation. Whereas aspects such as budget and duration are more evident in the majority of responses. It is likely that some learners focus on the table given at the end of itineraries to form their evaluation, rather than interrogating the three itineraries. It is recognised that this may be due to the amount of detailed information in the three itineraries, compared to a table which may be easier to digest for some learners. Responses that reproduced each itinerary word for word with very little extra evidence were still seen. Writing pages and pages of details of what customers could do on every day of each itinerary does not meet the task requirements, and responses which entirely lifted information with no interpretation gained no marks. This approach is less common compared to earlier series, which suggests learners are being made aware that this is not an effective technique.

Some learners did not evaluate so would mainly make statements such as 'a disadvantage is the' length of the trip'. They needed to explain why this is a disadvantage i.e., what the implications are for the customers.
With 16 marks available, so the least of the three activities, learners should be wary of spending too long on this activity. Where extra pages had been attached and used to rewrite the itineraries, learners are advised this is not needed and reduces the time available to complete the other activities.

Part of the skill needed throughout this assessment requires applying knowledge to discriminate between all that is provided and recognising the key details to extract. So, a focus on budget, length of stay and the young child using a stroller/pushchair, overlooking other needs, often leads to less developed evaluations.

Disjointed, fragmented responses that were repetitive did not reflect the need for an email in which arrows, lines, * were used to denote a further point elsewhere. Some preplanning would avoid this. Learners could use the answer space to plan or make notes on the itineraries.

Although fewer than in previous series, it is still seen that some learners miss the second part of the activity and do not provide a recommendation of the most

suitable option. Examiners will consider if this is implied within the response. Learners should be made aware that this is also a key part of the activity.

The following response considers all three options with a brief overview of each including advantages and disadvantages, recommendation is given with some justification. The best fit is mark band 2 as it's a partially developed evaluation, with consideration of advantages and disadvantages, few links made between customer needs. A recommendation is given with occasionally supported justifications.

- a **justified recommendation** of the most suitable option.

(16)

Dear customer, I have been looking through these 3 options and I hope you find my final recommendations useful.

Option 1.

Advantages - See family travel, see things like Amber Fort, Jaipur city palace, Saltwater Lake, rooftop terrace dinner - enjoy views, Boat trip.

Disadvantages - 15 days, way out of budget - £2,400 extra costs would make this price so much more.

Option 2.

Advantages - Nice views across the city, Tour of the city by minibus, Stops at the flower and fruit market, see Dudhsagar waterfalls.

9

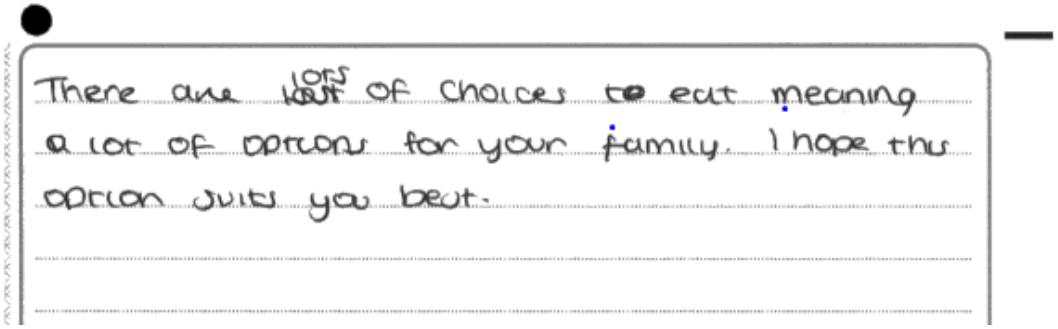
Disadvantages - 7 hour train ride, 33 hour overnight train, 19 days, don't see family until day 11-12.

Option 3

Advantages - See family, see famous mountains and Dharamshala city, open air cinema, lots of exploring.

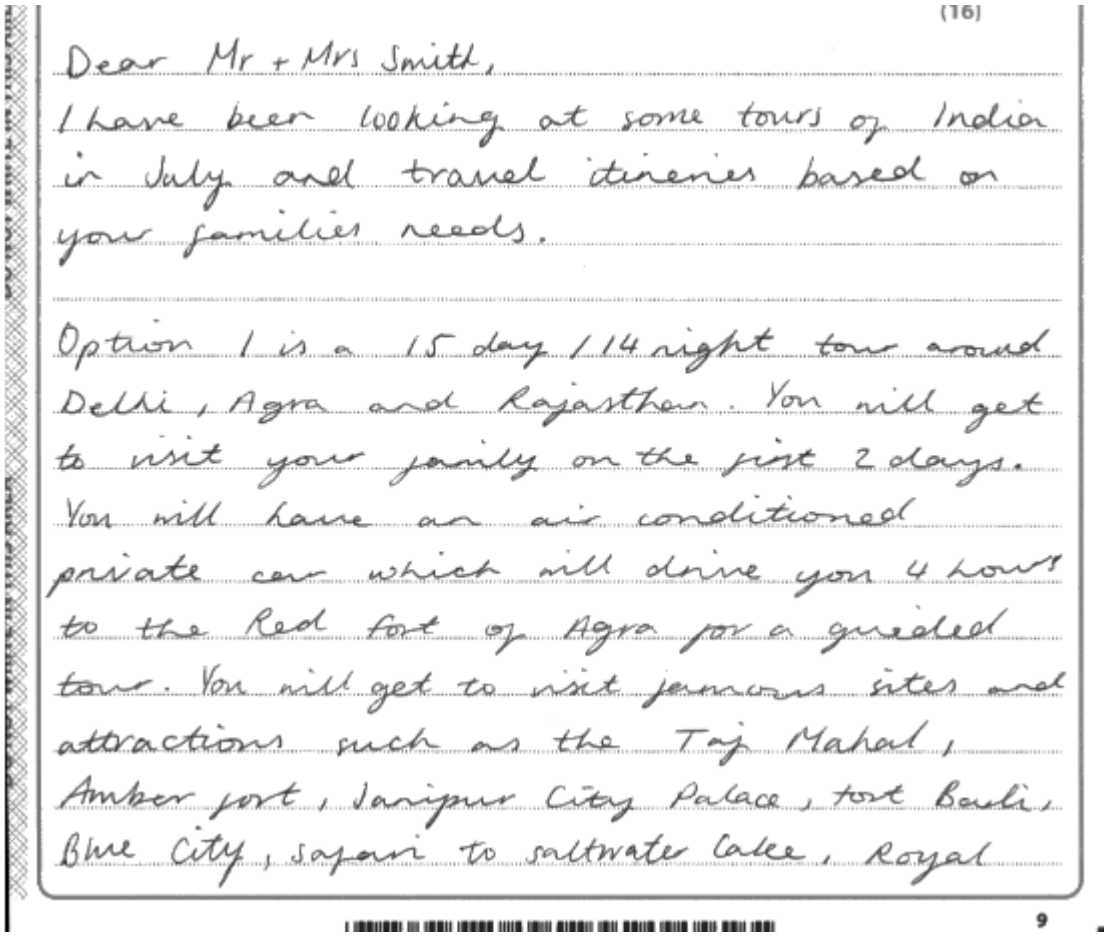
Disadvantages - 11 hour train journey (too long for kids) 5-6 hour taxi journey.

I have came to the conclusion that I think option 3 is the best option to go for. I think this because, it is 17 days long which is the ~~perfect~~ exact amount you wanted, You get to see your family on day 1 of arriving. You explore so much of India and see so many different destinations and attractions like; The famous himalyan mountains and Dharamshala city, Ride the toy train (which would be good for the children), Golden Temple and Lakeside cinema experience. Also many journeys around India are quite short ~~not~~ meaning the children would not be bored and unentertained for too long. Also the total cost of this is £11600 which is just under budget meaning you would have money left to spend on costs that are not included in the travel.


There are lots/ lout of choices to eat meaning a lot of options for your family. I hope this option suits you best.

Total marks = 6 marks (mark band 2)

In this response all three options are considered. The focus is on budget and duration, there are some attractions but often in a list format. However, there are some developed evaluations poinst about transport e.g. the 33 hour train. There is a recommendation for one option with some support, largely on duration and costs.
Best fit is mark band 3, it is considered a more 'barely meets mark band 3' response so lower down the marking grid.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Dear Mr + Mrs Smith,

I have been looking at some tours of India in July and travel itineries based on your families needs.

Option 1 is a 15 day / 14 night tour around Delhi, Agra and Rajasthan. You will get to visit your family on the first 2 days. You will have an air conditioned private car which will drive you 4 hours to the Red fort of Agra for a guided tour. You will get to visit famous sites and attractions such as the Taj Mahal, Amber fort, Jaripur City Palace, fort Bauli, Blue City, safari to saltwater lake, Royal

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Palace and temple. Days 12-14 can be spent to visit your family again. The transport - private car and flight are included in the price of £12400 with flights to India, Room, dinner and car, guided tours, jeeps and boat trips. In July, it is monsoon season so the weather will be good.

However, option 1 is above budget by £400, meals, tips and the evening light and sound show are not included. Option 1 is the most expensive even though it is for 15 days, not 17. You will only be able to spend 5 days with family instead of a week with 20+ hours of travelling by car in between. The travelling may not be suitable as you have 2 young children.

Overall, The famous sites and attractions are suitable and fun for the family however the time ~~and~~ it takes to travel isn't suitable for the young family as well as the price as it is less cheap than the 2 other options but more expensive. ~~They~~ You will will also only get 5 days to visit family which is split in 2 and isn't for a week. This option is not suitable due to it not meeting your needs and requirements.

10

Option 2 is a 19 days tour of the Konkan coast, Mumbai, Goa and Delhi. You will get to see many famous sites and attractions such as movie locations, tourist beaches, waterfalls, wildlife sanctuaries, Ponder, cities and UNESCO world heritage sites. This is good as it can keep the children entertained. You will also get to stay with family for 6 days and take part in family wedding celebration. 19 days, trains, flights, half board, enterance fees and the boat trip are all included for £11,000. This is the least expensive option for the longest time in India which is good as they are below budget.

However, the price of this option is the best but 9 lunches, domestic flights, train journeys minibus tours and plantation visit are not included in the price. This isn't suitable as there is alot of travelling and may not be suitable for the children as there is a 7 hour and 33 hour train as well as a 1 hour 15 flight. Also the hike up uneven rocks may not be suitable due to the 2 year old needing a stroller / push chair.

Overall, Option 2 meets some of the needs and requirements as it is within budget, you can see family for 6 days, take part in a wedding and visit attractions.

Option 3 is a 17 day tour around Delhi, Dharamshala and Amritsar. You will get the first week to visit family in Delhi and visit attractions such as the lakeside open air cinema, shopping in Shimla, food tasting tour, Jakhu Temple, visit heritage village, Himalayan mountains, golden temple and more. These activities are also suitable for the children for £11,600 with taxis included. 17 days, flights, B+B, entrance fees, taxis and camping are all included in the price.

However, lunches + dinners, tips and the toy train ride is not included in the price. 24 hours of the 17 days are spent travelling long taxi and train journeys of up to 11 hours. Because the 2 year old needs a stroller, these modes of transport may be dijficult as well as the cobbled streets and 200 steps to the temple.

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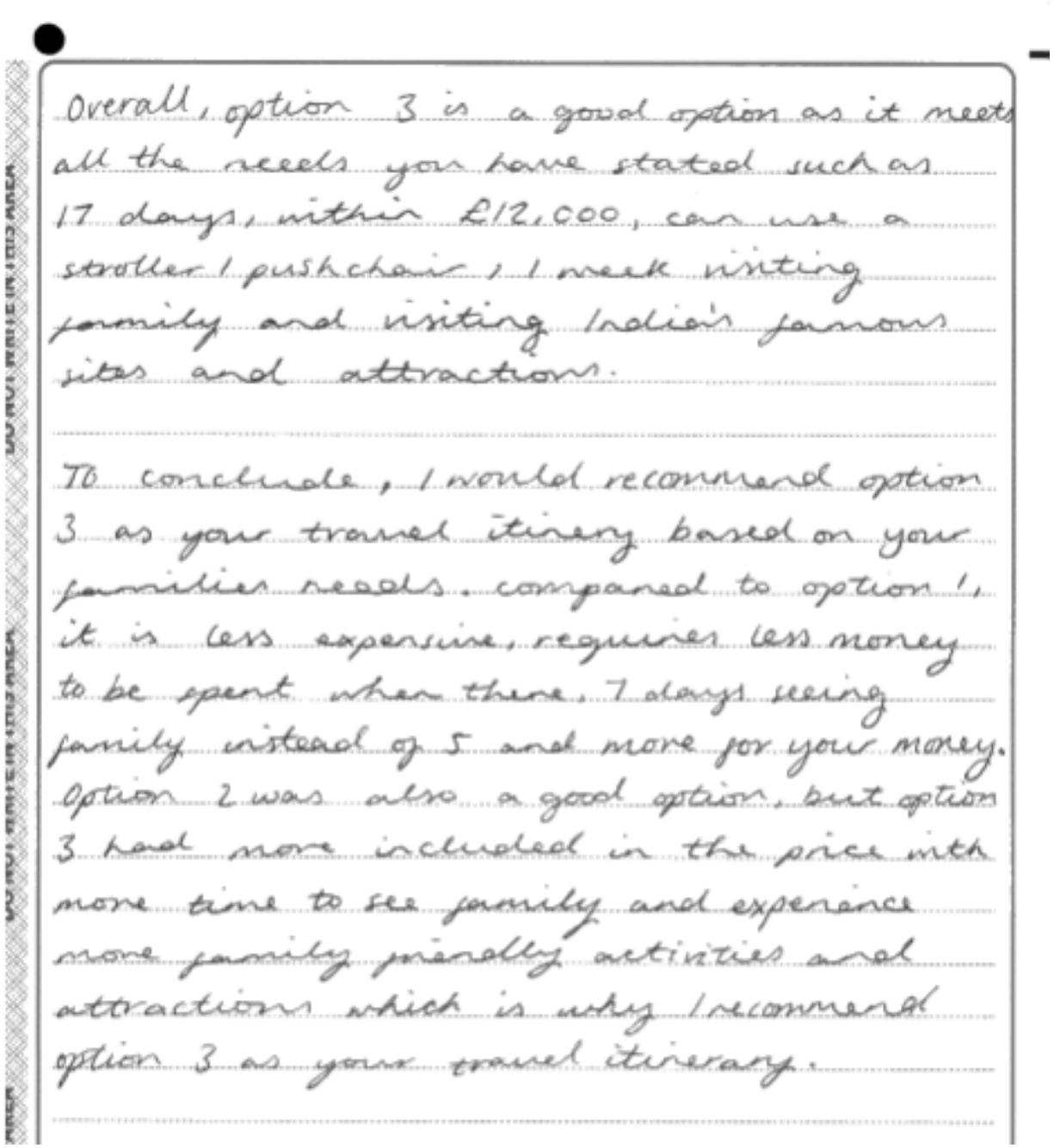
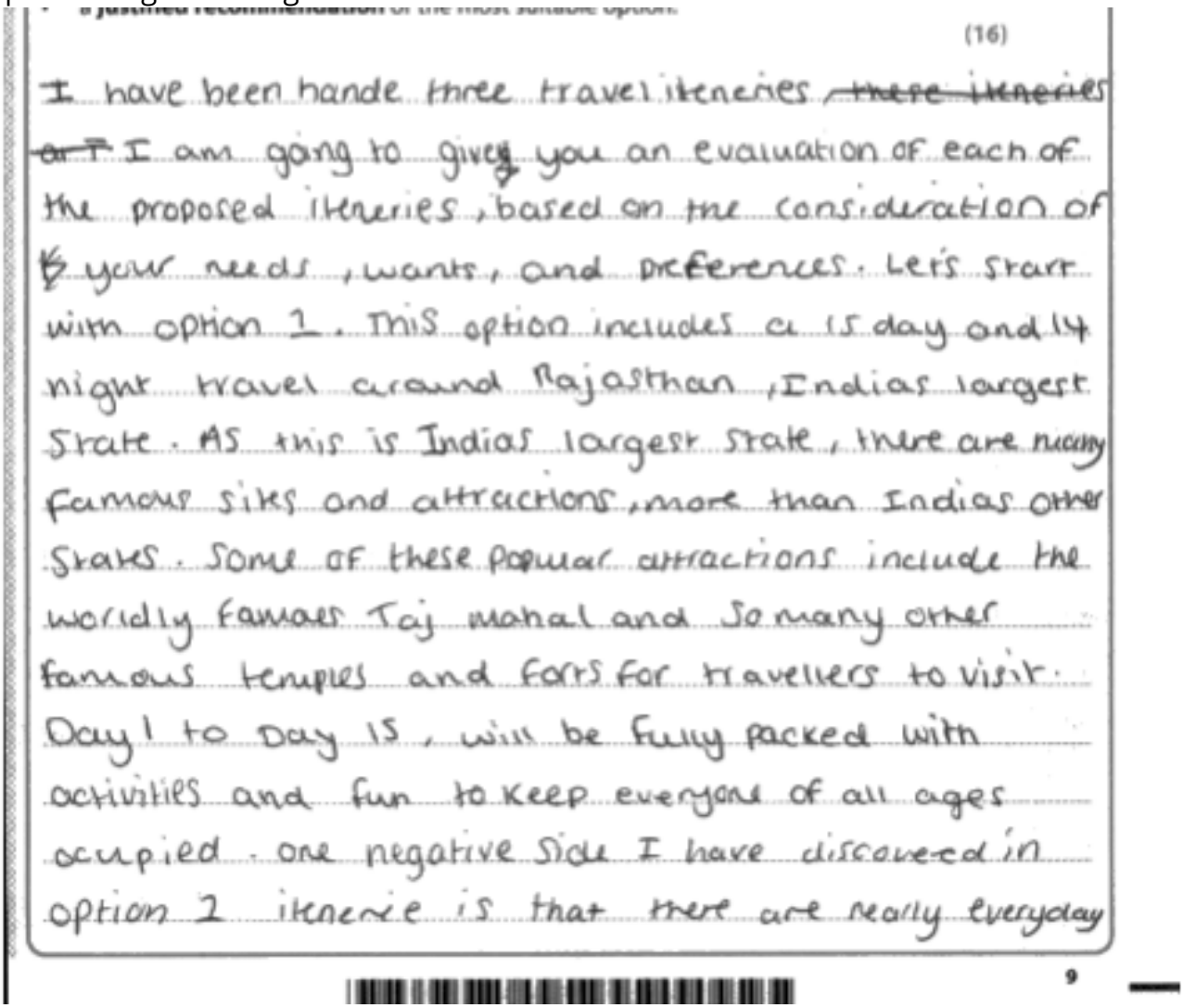


Overall, option 3 is a good option as it meets all the needs you have stated such as 17 days, within £12,000, can use a stroller / pushchair, 1 week visiting family and visiting India's famous sites and attractions.

To conclude, I would recommend option 3 as your travel itinery based on your families needs. compared to option 1, it is less expensive, requires less money to be spent when there, 7 days seeing family instead of 5 and more for your money. Option 2 was also a good option, but option 3 had more included in the price with more time to see family and experience more family friendly activities and attractions which is why I recommend option 3 as your travel itinerary.

Total Marks = 10 (mark band 3)

In this next response, all three options are considered, there are competing arguments throughout. There is considered of general needs (budget/duration), alongside consideration of different aspects of itinerary and how much fun or not it may be. In places the evaluation is more partial than developed evaluation. There is a recommendation with some justification. Best fit for this response is mark band 3, its deemed to a response 'as good as it gets' in mark band 3.



(16)

I have been hande three travel iteneries ~~these iteneries~~ ~~or I~~ I am going to give you an evaluation of each of the proposed iteneries, based on the consideration of your needs, wants, and preferences. Let's start with option 1. This option includes a 15 day and 14 night travel around Rajasthan, Indias largest State. AS this is Indias largest state, there are many famous sites and attractions, more than Indias other States. Some of these popular attractions include the worldly famous Taj mahal and so many other famous temples and forts for travellers to visit. Day 1 to Day 15, will be fully packed with activities and fun to keep everyone of all ages occupied. one negative side I have discovered in option 1 itenerie is that there are really everyday

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Over 4 hours of car journeys to endure with a 2 year old and a 10 year old, this may make this option highly unpractical. However some positives may outweigh the negatives, in option 1, you will have some of your wants and needs met, on days 1 ~~and~~ 2nd 2, you will have the chance to visit your family at their home in Delhi, another preference of yours which may be met in option 1, everyday you will have fun, this includes visiting the UNESCO Taj Mahal, the famous ivory white marble mausoleum. most of your evenings will include traditional food and entertainment ~~too~~ ranging from dance shows ~~and~~, swimming, and boat trips. Moving onto option 2, this itinerie includes a 19 day and 18 night trip on the Konkan coast, Mumbai, Goa and Delhi. You will visit famous attractions like the beaches of Goa and Dharavi Slum tour as featured in a famous film. Straight away, I must say that this option does not suit your wants and needs, during your stay you will not have the chance to visit family ~~or~~ as often as you would prefer. The family visit may be a short one and days 13-18 as you will not be ~~doing~~ taking part in any fun activities with your family, this may bore your ~~child~~ young children and even bore the ~~rest~~ family as a whole. young children such as your own tend to have a very short

10

attention Span, this means that there should be activities to ~~o~~ keep them happy and occupied everydays. This is not the case in option 2. on days 11-12 you will be taking a 33-hour overnight train to delhi to visit your family. this is an awfully long travel and may cause stress due to boredome with young children this may be a difficulty for you and your family. However there are some positives in option 2. on days 7-8 you will enjoy two beach days full of activities this will be great company for your 2 year old and 10 year old. on that day you will also walk around old goa city, a trip on a traditional houseboat aswell as ~~visiti~~ visiting a beatiful night market. option 3 is a 17 day and 16 night Delhi trip, you will see the famous Himalayn mountains and Dharamshala city. lots of fun for the kids as ~~they~~ you will be able to ride the Toy train to shimla. In option 3 you will also be having a great cinema experience at the golden temple and lakeside. on your first day of option 3, you will head straight to Delhi, india to visit your family, this is just one of your wants and needs met already, which is a great start to this option so far. Reading through this itinerie there are many positives, these positives meet all your family's preferences. you will visit your family for 7 days and then take

a short taxi drive to Damdama lake, you will camp overnight and take part in fun activities such as boating and a lakeside open-air cinema, this will be great for the children. In option 3 you will be able to enjoy the stunning views, tours, activities for both adults and children. Going back to option 1, I believe this is not the correct option for you and your family, I say this because it hardly meets the wants and needs you have stated and I believe there are better options for you, some of the reasons I disagree with this itinerie are that it is over your budget of $12,000 by £400, the total stay duration is shorter than you would like. option 2 has a good balance of negatives and positives, however the negatives may outweigh the positives ever so slightly. Option 2 meets the needs of your duration ~~of~~ of the trip, and the budget. ~~I~~ However with young children this makes these positives not an option to choose ~~the~~ option 2 as there are not enough entertainment for the young children and long hours of transport could create boredome for toddlers with short attention spans and this is why I would choose to not recommend option 2. the last option which is option 3 seems to benefit you and your family the most as well as meeting more of your wants, needs, and preferences than option

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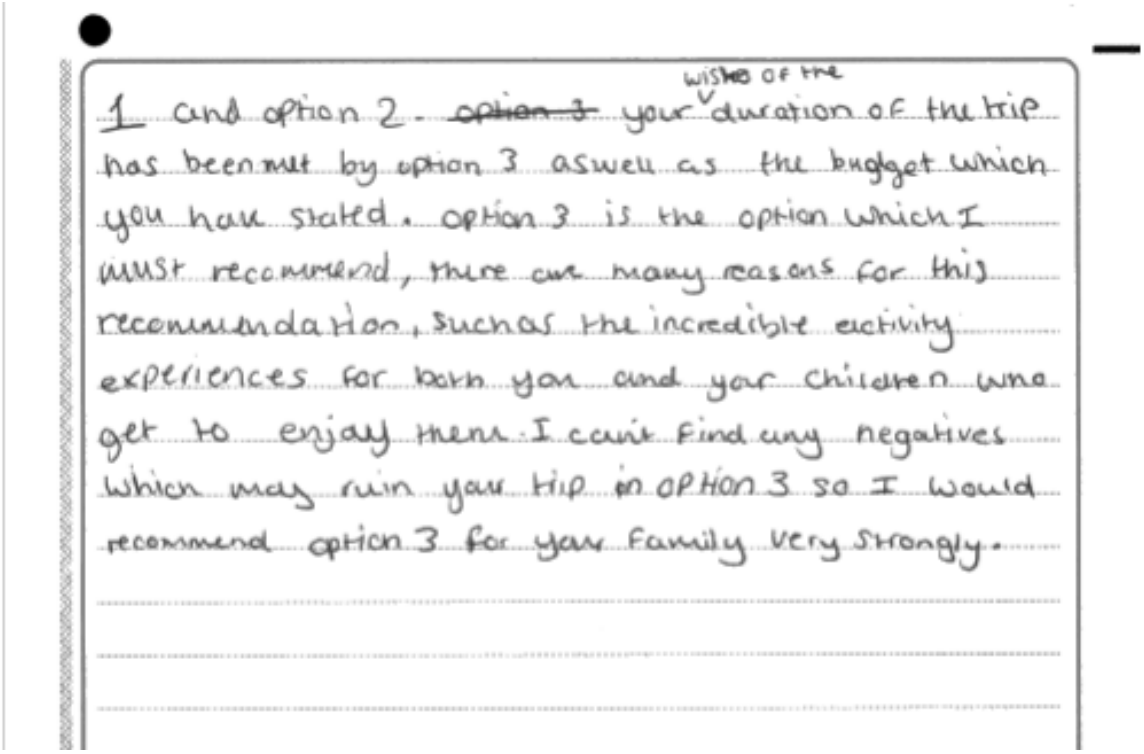


1 and option 2. ~~option 3~~ your wishes of the duration of the trip has been met by option 3 aswell as the budget which you have stated. option 3 is the option which I MUST recommend, there are many reasons for this recommendation, such as the incredible activity experiences for both you and your children who get to enjoy them. I can't find any negatives which may ruin your trip in option 3 so I would recommend option 3 for your family very strongly.

Total marks = 12 (mark band 3)

Activity 3

In Part A, learners were required to research four given factors that could potentially affect the popularity of Croatia as a tourist destination as preparation for Activity 3.
In Part B, in the Set Task for Activity 3, learners were given a brief scenario and were required to use their research notes on Croatia and the case study information on the Spain (given in the Information Booklet) to write a report on both destinations.
The report had to include an evaluation of how both destinations meet the demographic trend of an increasingly active ageing society, and a justified recommendation for either Croatia or Spain as the destination the travel agency should promote. The report should have referred to how the changing publicity about the destination and destination management.

This activity was worth 24 marks, the most of the three activities. Of the 24 marks, 16 marks were available for the evaluation and recommendation and 8 marks were available for synthesising ideas and evidence to support recommendations.

Learners performed well, particularly as they were presented with Spain during the exam. It is likely that learners are preparing well using previous papers. This is demonstrated by fewer responses with lengthy descriptive information about a country's location, as many learners gave a brief locational description to support their introduction. This suggests that centres are accessing the Lead Examiner report and guiding learners appropriately. Overall, a range of responses were seen and marks across the four-mark bands. The majority of learners gained Mark Band 2 or Mark Band 3 marks.
A common weakness on this and previous series is that learners do not evaluate the evidence provided to them on Spain, as they copy the information from the stimulus material making higher marks more difficult as their answers were unbalanced and biased. This information although given should be reworked into a structured response.
The demographic trend of an increasingly active ageing society was the key focus of the activity, with publicity and destination management being the secondary focus. In this series it was common to see responses that had more equal weighting across these.
Increasingly active ageing society was sometimes focused on by considered of the population in the destinations, rather than the tourists. This meant learners would often give data and information that was irrelevant unless

they made a connection to population demographics and appeal for tourist destinations, some did but many did not.

It appears that learners engaged well with writing about these influences on appeal of publicity and destination management. There were many examples seen that were appropriate and included wider examples than shown on the indicative content on the mark scheme.

Some weaker responses applied a structure based on their research topics and used subheadings which can limit the potential for a more holistic, evaluative response. There were few blank or incomplete responses such as those that wrote only about one destination and/or did not include a recommendation.

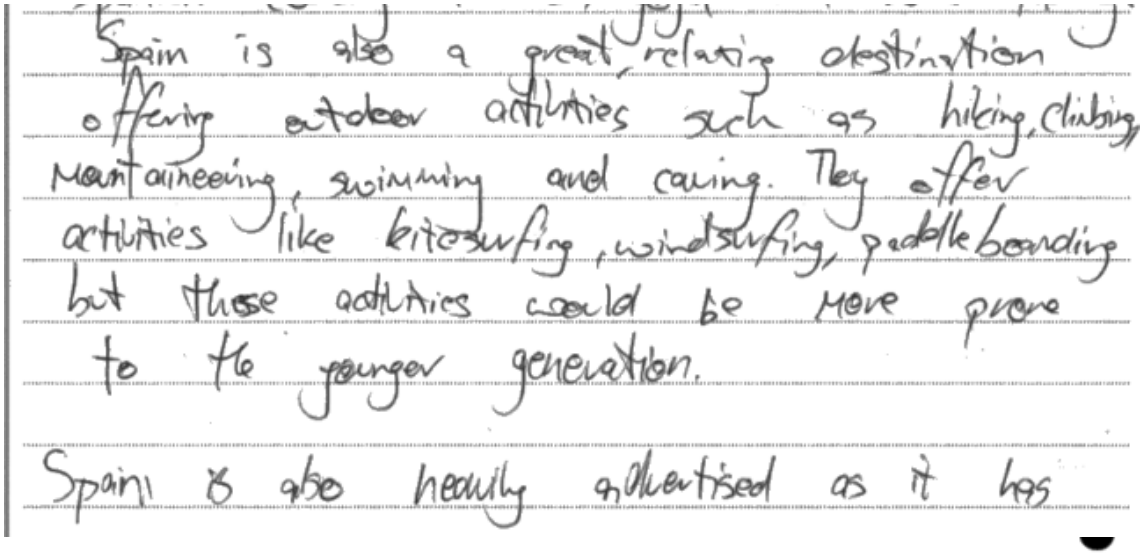
Unstructured and unplanned responses that lacked focus and over-reliance on rewriting research notes and the case study were still seen. Some had limited development of points identified and/or lack of focus on changing popularity and appeal. For example, identifying a negative or positive factor but then not explaining how this would affect the popularity and appeal. It is clear that learners are using previous papers and Lead Examiner reports as part of their preparation and in some cases, this may influence them to include aspects that were elements of activities in previous series, such as different customer types.

The following response starts with Croatia with a named park and reputation for safety and growing rate of older tourists, but there is limited evaluation. It considers ability of emergency services getting to all parts with some partial evaluation, but no specific named examples. It moves onto the sustainability plan then considers appeal and older tourist but no clear link. Climate with some partial evaluation but nothing specific for a logical link. Spain is considered with climate and no evaluation specifically of active ageing society, some information booklet use and some link to adventure activities. It considers publicity with some partial evaluation. There is a recommendation for Spain with some support but more ‘all visitors.
Best for this response is mark band 2 a partial evaluation with basic information affecting popularity and appeal, research is used and links to the information booklet, recommendation with some support.

Beginning with croatia, it brings many facilities and attractions for an active ageing society such as Plitvice Lakes National park and with a reputation of one of the safest places to travel to, it has a growing rate of elderly tourists. However, the popularity and appeal of this destination will be affected as essential emergency services may be slow to arrive in parts of the country, and with a rising rate of elderly visitors they may be more likely to injure themselves ~~or~~ to need these services. Reforms and investments in Croatia plan

are helping it become more sustainable, resilient and better prepared for challenges. This creates a safer environment for the elderly meeting the trend of an active ageing society. There are numerous destinations for the elderly meaning if they prefer the heat there would be a number of activities that they would be able to participate in, save thing for the preferences of cold. There could be plenty to entertain them.

Moving onto Mainland Spain and the Balearic Islands. The temperatures and climate has affected the duration of holidays, shortening them to one-two weeks. Many other tour operators offer package holidays for tourists targeted at ages over 60 with options such as Spanish cooking lessons, yoga and wine tasting.

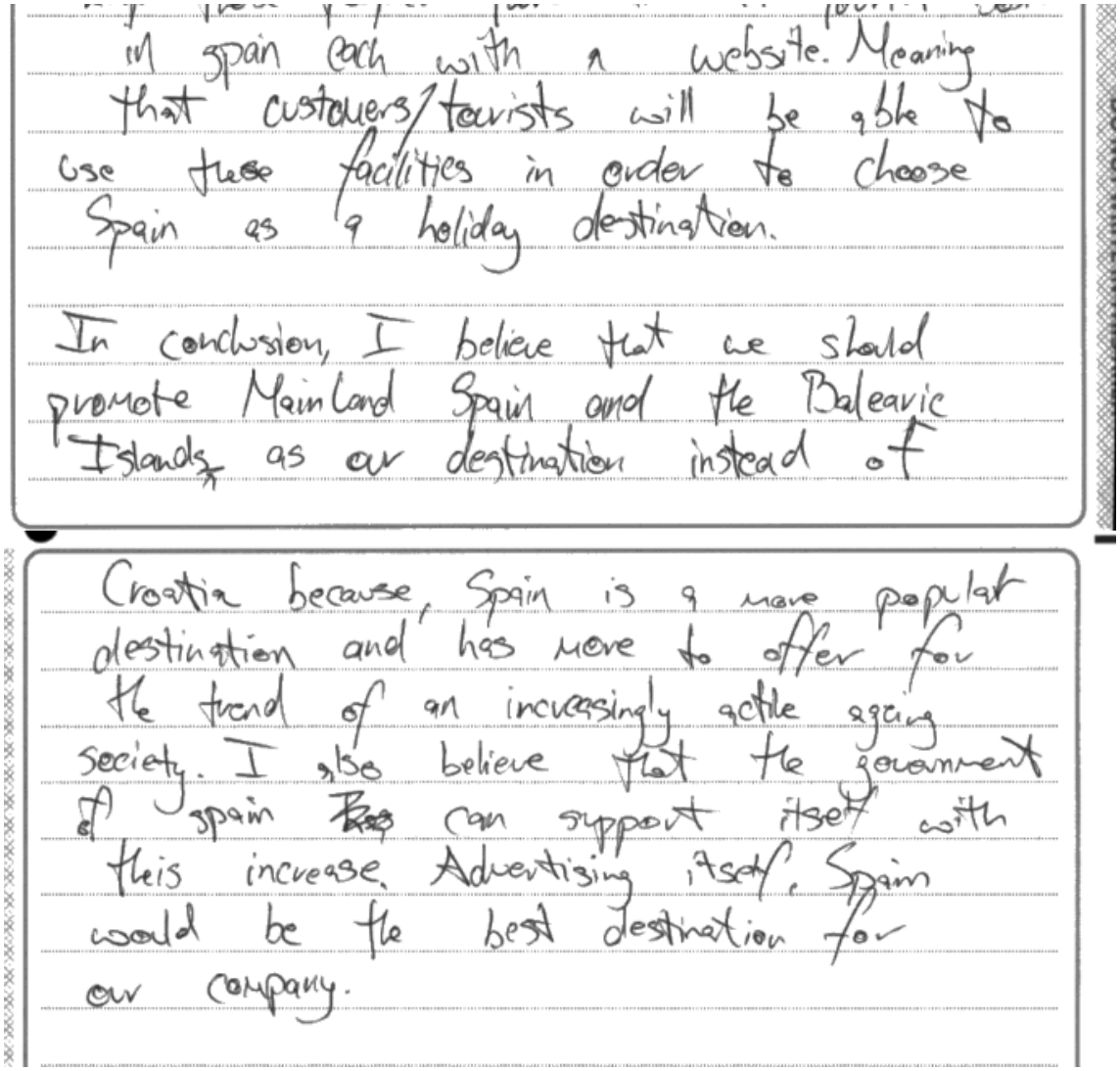


Spain is also a great relaxing destination offering outdoor activities such as hiking, climbing, mountaineering, swimming and caving. They offer activities like kitesurfing, windsurfing, paddleboarding but these activities could be more prone to the younger generation.

Spain is also heavily advertised as it has

been a popular destination since the 1960's. Additionally, a popular UK TV series is set in the Spanish coastal resort of Benidorm. This gives an advantage to spain as fans of the UK show would want to visit the destination of which it was set giving Spain free advertisement. Another way Spain publicities itself is that in 2021 'Do desease spain' was a marketing campaign launched by the government for tourism. Promoting spains security, quality, diverse tourism. Another campaign called #SlowTravelSpain was used to promote well-known parts of spain.

With 50 airports spain can bring in a large amount of people at a time with the fourth largest amount of hotels to keep those people. There are 19 tourist boards

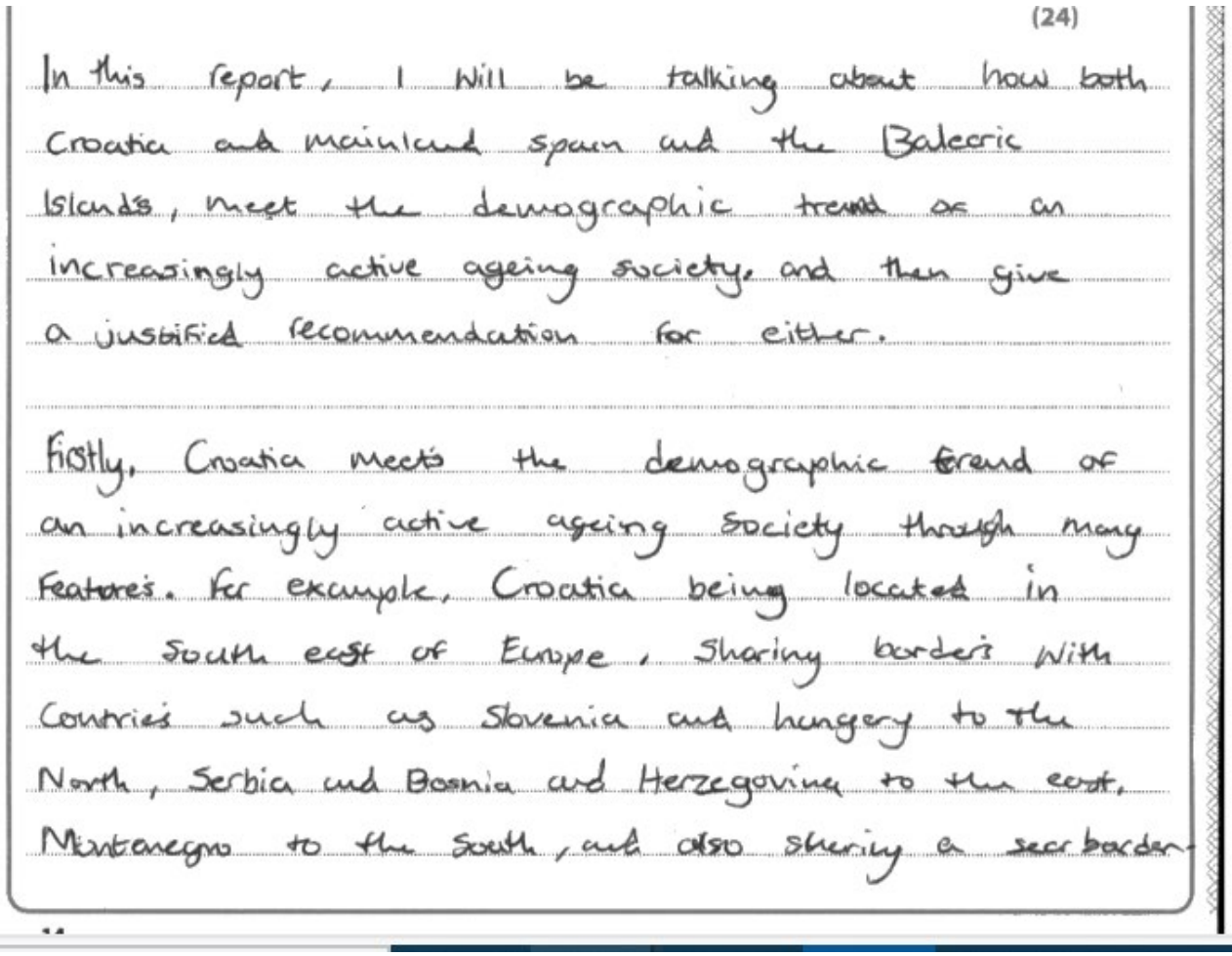


in Spain each with a website. Meaning that customers/tourists will be able to use these facilities in order to choose Spain as a holiday destination.

In conclusion, I believe that we should promote Mainland Spain and the Baleavic Islands as our destination instead of Croatia because, Spain is a more popular destination and has more to offer for the trend of an increasingly active aging society. I also believe that the goverment of Spain can support itself with this increase. Advertising itself, Spain would be the best destination for our company.

Total Marks = 9 (6 +3) Mark Band 2

The following response starts with Croatia and location including an evaluation of appeal for general tourism. Natural features are given with named examples and developed evaluation of active ageing tourist appeal in regard to activities, evaluation of solo active ageing tourists. Links made to confidence/finance and cruising/sailing for Croatia. Some developed evaluation of smaller ships although based on some assumptions. Destination management is included with evaluation points about over tourism but no specific examples.
Spain is considered with location and climate, use of the information booklet and some partial evaluation 'relaxing and interesting' 'cookery classes and appeal to those over 60. Some developed evaluation and link to activities in the booklet like canyoning. Use of publicity examples from the booklet with partial evaluation and some link to older tourists. Destination management examples and link to negative appeal. Recommendation is given for Croatia with some support. The best fir here is mark band 3 some developed evaluation and coherent synthesis, there is a focus on popularity and appeal throughout with an attempt to focus on increasingly activity ageing society. The recommendation is more general.



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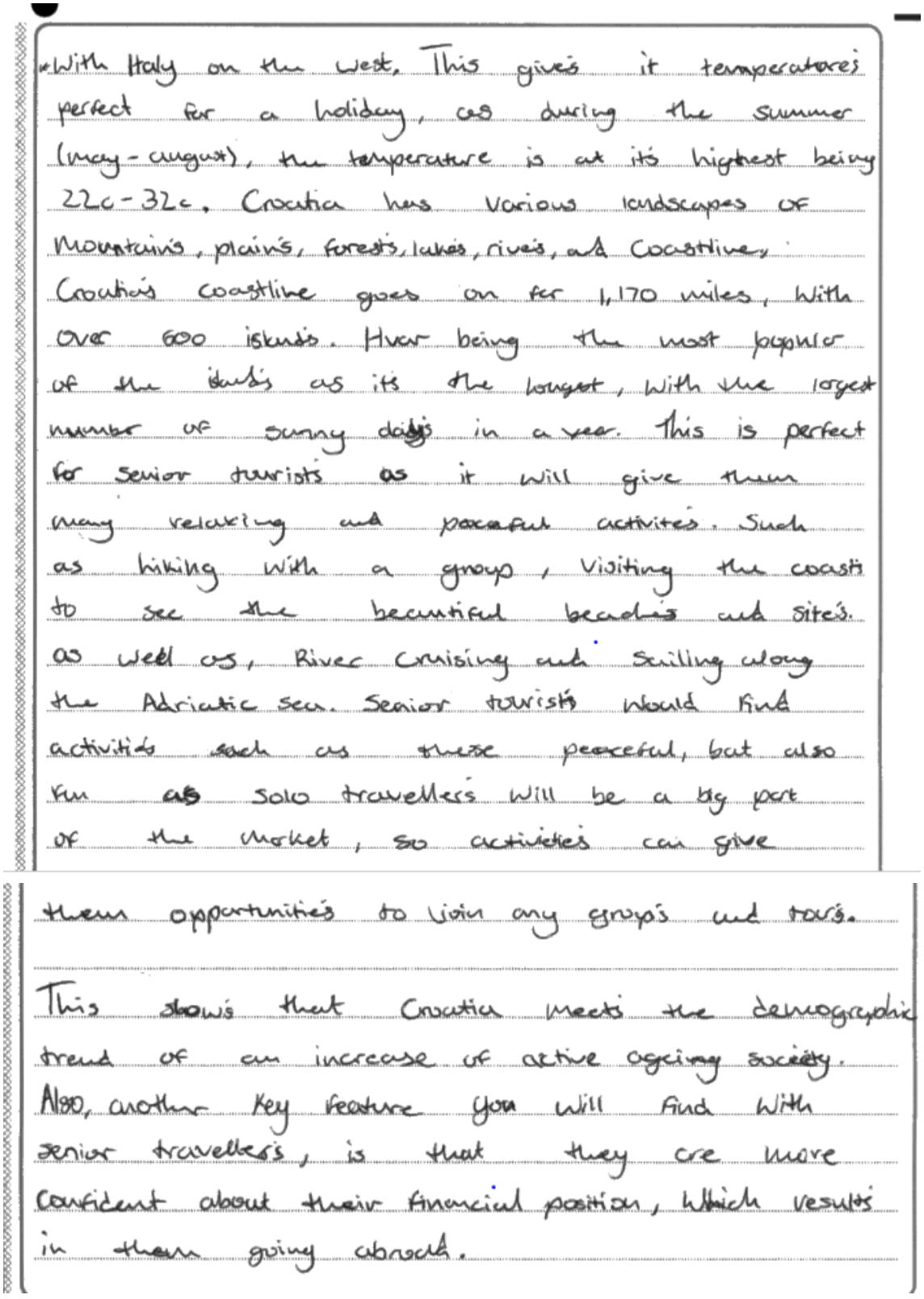
In this report, I will be talking about how both Croatia and mainland spain and the Balearic Islands, meet the demographic trend of an increasingly active ageing society, and then give a justified recommendation for either.

Firstly, Croatia meets the demographic trend of an increasingly active ageing society through many features. for example, Croatia being located in the south east of Europe, sharing borders with countries such as Slovenia and hungary to the North, Serbia and Bosnia and Herzegovina to the east, Montenegro to the south, and also sharing a sea border-



With Italy on the west. This gives it temperatures perfect for a holiday, as during the summer (may - august), the temperature is at its highest being 22c - 32c. Croatia has various landscapes of mountains, plains, forests, lakes, rivers, and Coastline. Croatia's coastline goes on for 1,170 miles, with over 600 islands. Hvar being the most popular of the islands as its the longest, with the largest number of sunny days in a year. This is perfect for senior tourists as it will give them many relaxing and peaceful activites. Such as hiking with a group, visiting the coasts to see the beautiful beaches and sites. as well as, River Cruising and Sailing along the Adriatic sea. Senior tourists would find activities such as these peaceful, but also fun as solo travellers will be a big part of the market, so activities can give them opportunities to join any groups and tours.

This shows that Croatia meets the demographic trend of an increase of active ageing society. Also, another key feature you will find with senior travellers, is that they are more confident about their financial position, which results in them going abroad.

Cruise and Sailing holidays are popular for senior travellers, Cruise Croatia is a company that senior travellers would enjoy as they have small ship cruises. This may be better for older travellers as they may find it less confusing not being a huge cruise ship, which is less stressful for them, so they can relax. With this they would be able to see the croatian coastline and find deals like up to 40% off, for prices of £1,276 per person.

However, the popularity and appeal for croatia may be effected because of publicity about croatia and destination management. For example, the consequences of mass tourism, a lot of facilities will be under pressure with the demand for more, as more and more tourists come into Croatia. For example, public transport, accommodation, facilities. etc. Also, the Destination Management in croatia, this is key as its the control to the delivery of sustainable tourism.

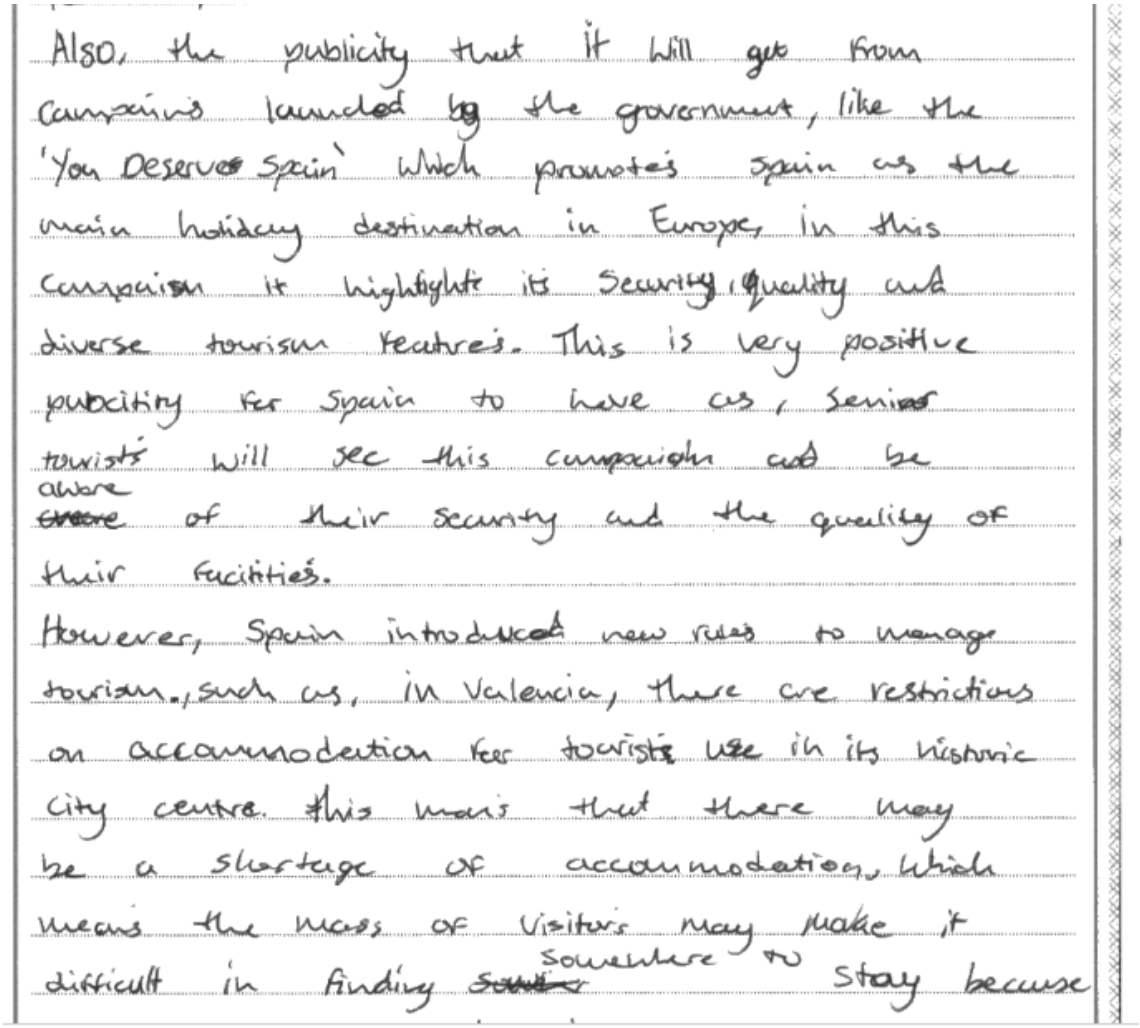
The effect of the tourist tax would be that the money would then go towards improving infrastructures, as well as improving public transport. This would be due to the pressure of tourists as the demand grows for public transport.

Further more, mainland Spain and the Balearic Islands meets the demographic trend of an increasingly active ageing society.

Due to Spain being located in the South-West corner of Europe, making it border with Gibraltar, portugal, and France. As for the Balearic Islands, ~~are~~ they are located off the eastern coast in the Mediterranean sea.

Spain has been a popular destination due to its sunshine and mild climate, for both ~~^~~ are to two-week and extended holidays. There are many activites ~~It is~~ that are ^ targeted at tourists aged over 60, such as, Spanish cookery lessons, yoga and Wine tasting. These are relaxing and interesting options that are included in many package holidays.

Other activites that Senior tourists may enjoy activites such as, 'canyoning' in the Costa del Sol, a mixture of hiking, climbing, Mountaineering Swimming, and caving. This is a greate way for Senior members to stay fit and healthy, as well as being able to see amazing sites. This shows that it meets the demographic trend, as they offer many facilities for Senior tourists. ~~end~~



Also, the publicity that it will get from campaigns launched by the government, like the 'You Deserve Spain' which promotes Spain as the main holiday destination in Europe, in this campaign it highlights its security, quality and diverse tourism features. This is very positive publicity for Spain to have as, senior tourists will see this campaign and be aware of their security and the quality of their facilities.

However, Spain introduced new rules to manage tourism, such as, in Valencia, there are restrictions on accommodation for tourists use in its historic city centre this means that there may be a shortage of accommodation, which means the mass of visitors may make it difficult in finding somewhere to stay because of the demand in accommodation. this may cause senior tourists stress and make them confused when trying to find somewhere to stay.

Overall, I believe that croatia is the better option for senior tourists as they have a wider choice of facilities that I think they would be happier with.

Total marks = 18 (12 + 6) (Mark Band 3)

Summary

Based on their performance of this task based external assessment, learners should:

- When conducting your research in Part A, aim to gather specific details such as names of places, locations, facilities, projects, data etc. Also aim for balance so you have similar amounts of research for each 'feature/aspect' or 'factor' you have been asked to research.
- Plan your time in advance – look at the marks available for each activity and the length of the exam. Work out how much time you should spend on each activity. Practice writing under pressure so you know how much you can write in a set time such as 30 minutes.
- Read, absorb, plan. For each activity, decide how much time you will need to simply read and absorb the information provided. Allow time to make notes/underline key points in your own research, the information booklet and the paper as appropriate to select the relevant information and time to create a plan for your answer.
- Keep an eye on the time and stick to your plan in the formal assessment/exam. Never leave an activity blank, no response equals no marks.
- In the formal assessment itself, take a breath, pause to consider the requirements of each activity before writing anything. Underline key words, check for emboldened words 'must' etc; is it a report, article, email, write as appropriate.
- Improve exam technique and know what you need to do for each activity: (1) be selective in what information you use (2) link the information selected to what is required in the question (3) produce a conclusion/recommendation with reasons, link back to the focus of the activity. Remember it is not about quantity of response, but about a focused response that meets the requirements of the activity.
- Practice skills - how to synthesise information from different sources and know how to combine all this information with your knowledge and different ideas/views into a logical and coherent extended open response answer.
- Practice skills - how to produce an evaluation for Activity 2 and 3. Practice making comparisons, identifying benefits/positives and disadvantages/negatives and then expand and develop on these by adding detail to link to the task requirements; know how to draw upon your ideas to produce a justified recommendation. Know what evidence to include to support your conclusions.
- Practice skills – how to write concise accounts, summarise information using your own words. In the exam avoid long winded, unstructured, unfocused answers and do not rewrite notes and material provided. There

needs to be an element of planning, organizing your thoughts and being focused on the specific task requirements, so allow time for this.

- Organise thoughts and structure your answers. Use an introductory paragraph linked to the activity/destinations and a concluding paragraph at the end. Give the article/report a title to help you stay focused. Use subheadings and paragraphs to add order and cohesion to your answer. Avoid whole pages of continuous text. Break up the text and organize your ideas into a logical 'flow', with one paragraph per topic/factor.
- Consider how you build in time to review your response as you are writing, to ensure you are not writing about irrelevant information. If the exam does not ask you to write about the TALC model for example in activity 1. Ensure you do not write about it. In activity 2 ensure you are not rewriting/copying itinerary content.

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