



**General Certificate of Secondary Education
June 2011**

Leisure and Tourism

48402

(Specification 4840)

Unit 2: The nature of leisure and tourism

Report on the Examination

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General

In this second year of the Specification the controlled assessment tasks were the same as those for the 2010 series. Once again the best work came from candidates who had visited, or who had first-hand knowledge of the area or organisation being studied, who set out their work in distinct strands and made clear at the start which controlled assessment task they were attempting.

Strand A – How you planned and carried out your investigation

In this strand candidates needed to cover three areas:

- where they got information from
- what information was gathered from each source
- why those sources were used.

Candidates were able to outline where they had gathered information from. In some cases this part was imbalanced as great detail was given on information gathered on the day during the visit, but less detail was given about secondary sources used. Some of the description of 'what' was collected is still simplistic. Comments such as 'information about what to do' and 'to get some photographs' were too general. When giving lists of websites candidates should give examples of specific information gathered from each source.

To gain access to marks at the top of Level 2 and into Level 3 candidates need to explain why the chosen methods were used. This was done in much greater detail than last year, which was reflected in the higher marks awarded for this strand. Candidates who used websites because they 'were updated regularly with info like prices' and leaflets because they 'gave details about specific events' gained deserved credit. Comments such as 'because they gave lots of info' gained little, if any, credit.

Summary

- Candidates clearly identified their sources of information.
- Many candidates needed more detail about exactly what information was gathered from each source.
- The justification of why certain sources were used was completed in more detail this year and is necessary to score high marks.

Strand B – How people make use of the leisure and tourism services provided

Once again this tended to be most candidates' weakest strand. There was still some confusion over Strands B and C, with many candidates covering similar things in each strand. Candidates who took the approach of looking at the area/organisation from the 'people' point of view did better than those who covered the area/organisation facility by facility.

The emphasis needs to be on 'how' people use the facilities. It is not enough for candidates just to say who would use each facility. A good approach would be to start with 'locals' and look at how they might use the area/organisation. They could describe which facilities locals would tend to use, what time of day, week or year they would use them, how often this might be and how this might be different from other users and would gain marks in Level 2. Describing other groups such as business customers, families and different age groups would enable candidates to describe in more detail 'how different people make use of the area/organisation in different ways' and move into Level 3.

Some centres completed this strand after they had covered Strand C. This approach seemed to help some candidates to make a distinction between the strands.

Summary

- The best approach to Strand B is to look at the area/organisation from the 'people' point of view.
- Many candidates needed more detail on 'how' people use the facilities, it is not enough to simply state which facilities different groups will use.
- To avoid confusion between Strands B and C it may help some candidates to complete Strand C first before attempting Strand B.

Strand C – The range of leisure and tourism facilities currently provided

Once again this strand was generally done well with a range of facilities being described allowing marks to be awarded in Level 2 and 3. It was good to see that there was less focus on 'minor' facilities like toilets and litter bins and much more emphasis on the facilities that visitors come to see and use. In order to gain marks at higher levels candidates needed to give reasons for certain facilities, attractions and events being provided as well as looking at the number and variety of facilities on offer.

Candidates, on the whole, still need to attempt to draw conclusions to maximise their marks. A good way to get them to do this is encourage them to begin statements with phrases like 'I think that...', which would lead to conclusions about the individual facilities or about what the candidate thinks about the range of facilities on offer for certain groups of visitors.

Summary

- Candidates who concentrated on describing a range of facilities and activities that visitors come to see and do did well in this strand.
- Some candidates did less well on giving reasons why facilities/activities were provided.
- Candidates need to attempt conclusions to gain top marks in Level 3, with more statements beginning 'I think...'

Strand D – Recent changes in leisure and tourism

This strand was much improved from those submitted in 2010. Candidates seemed to have been given clear instructions from centres that recent changes meant:

- changes in the last 20 years
- changes to leisure and tourism facilities only
- choosing an organisation that has had some recent changes.

Some candidates drifted off the point into suggesting things that might or could be changed when trying to come to conclusions. Suggestions as to what needs to be done in the future are not required. Some candidates' choice of organisation let them down here. It is not enough to write 'my organisation has changed little over the last 20 years'.

Summary

- This strand was completed in much greater depth than last year resulting in higher marks being awarded.
- Some candidates still need clear guidance that 'recent' is within the last 20 years and that 'change' refers to leisure and tourism facilities not general historical events.
- Centres need to bear this strand in mind when choosing an organisation/area to study.

Strand E – The range of promotional materials and techniques used

Once again there was some excellent description of the range of promotional materials and techniques used by organisations being studied.

Candidates who choose an area to study for the unit task need to focus on one organisation within that area in this strand. The best studies looked at examples of the actual materials and techniques used from the outset. General introductions describing the types of promotion available to organisations and descriptions of what they 'could use' gained few marks. There needs to be some element of evaluation and some conclusions in this strand to access higher marks.

Summary

- Candidates should start the strand by describing actual materials and techniques used by the chosen organisation.
- Candidates need to evaluate the material/techniques and say what they think to gain marks in Level 3.

Strand F – The range of leisure and tourism employment opportunities

Evidence suggests that candidates need clear guidance that employment opportunities in this strand should only cover:

- jobs available to young people i.e. people aged 16,18 and 21
- jobs in leisure and tourism only
- jobs that are customer-facing roles.

Many candidates still limit the marks they can gain by only covering current vacancies, which results in a limited range of jobs being covered. To gain marks in Level 3 candidates need to both describe a number of job roles and evaluate the range of jobs available to young people.

Summary

- Candidates need to describe jobs that 'would be available' to young people not restrict themselves to current vacancies.
- Jobs described must be in leisure and tourism and must be 'customer-facing' posts.

Mark Ranges and Award of Grades

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