



**General Certificate of Secondary Education
June 2012**

Leisure and Tourism

48402

(Specification 4840)

Unit 2: The nature of leisure and tourism

Report on the Examination

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General

For 2012, the controlled tasks were new. A number of centres submitted tasks that were adapted from the 2011 versions. A problem here was that some candidates produced work that was rather vague in nature, as they seemed unsure of the task they were attempting. The best work came from candidates who made clear at the start which controlled task they were covering.

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.

Most candidates were able to outline 'where' information was gathered from. Some of the description of 'what' was collected was too simplistic. Comments such as 'information about the attractions' and 'to see what was there' were too general. Candidates needed to give examples of specific information gathered from each source. A list of websites used was a good starting point, but candidates needed to describe the information gained from each one in far more detail.

Access to marks at the top of Level 2 and into Level 3 is gained by candidates explaining 'why' the chosen methods were used. The why element from the list above was not done well this year. Candidates who used websites because they 'were updated regularly with information like prices' and leaflets because they 'gave details about specific events' gained deserved credit. Candidates who used websites 'because they gave us lots of information' gained little credit.

Summary

- Candidates clearly identified **where** they got information from.
- Candidates need to describe in detail exactly **what** information was gathered from each source.
- The justification of **why** certain sources were used needs to be made explicitly clear.

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

In this strand candidates need to describe **how** people use the leisure and tourism facilities in the area/organisation covered.

There is still some confusion over strands B and C, with many candidates covering similar things in each strand. Candidates who take the approach of looking at the area/organisation from the 'people' point of view do much better than candidates who cover the area/organisation facility by facility.

The description by many candidates covered 'who' used 'what' facilities. Descriptions of facilities in the area/organisation followed by statements like 'the rides are mainly used by families with children' gained few marks, as they concentrate on the 'who' and 'what' not the 'how'.

The emphasis must be on 'how' people use the facilities. A good approach is to start with a customer type such as 'families with children' and then describe how they might use the area/organisation. Candidates could describe which facilities families 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. Such an approach would gain marks in Level 2. Describing other groups such as business customers or locals, would enable candidates to describe in more detail 'how different people make use of the area/organisation in different ways' and move into the Level 3 mark band. As the key command word in each mark band is 'describe' there is no need for candidates to explain why different groups use the facilities/attractions.

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

Summary

- The best approach to Strand B is to look at the area/organisation from the point of view of a selection of customer types.
- Candidates need to describe 'how' people use the facilities, it is not enough to simply state what facilities different groups will use.
- To avoid confusion between Strands B and C it may help to complete Strand C first, before attempting B.

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

This strand requires candidates to describe the range of leisure and tourism facilities in the area/organisation and explain reasons for the provision.

The strand was often done well, with a range of facilities being described, allowing marks to be awarded in Level 2. In order to gain marks at higher levels candidates need to give reasons for facilities, attractions and events being provided, as well as looking at the number and variety of facilities on offer.

Candidates need to attempt to draw conclusions to maximise their marks. This element in the strand was not done well by a number of candidates. A good way to get candidates to draw conclusions is to encourage them to begin statements with phrases such as 'I think that...', which should 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. Comments like 'this is meant to be a family attraction, yet 12 out of the 15 rides are aimed at teenagers. There are very few things for young children to do', gained credit for conclusions being drawn.

Summary

- Candidates who concentrated on describing a range of facilities and activities for visitors did well in this strand.
- Candidates did less well when reasons why facilities/activities were provided were not clarified.
- Candidates need to draw conclusions to gain top marks in Level 3.

Strand D – Recent changes in leisure and tourism

This strand requires candidates to describe recent changes in leisure and tourism in the chosen area/destination and provide some explanation for the changes.

This strand was often done well, with a range of changes in leisure and tourism provision being described and explained. Some candidates drifted off the point by suggesting things that might or could be changed when trying to draw conclusions. Suggestions as to what needs to be done in the future are not required. Some candidates, usually those completing a study of a theme park, gave a blow by blow account of the attraction/ride changes since the 1980's, with little detail on how these had changed the range of facilities on offer, or why such changes had taken place. Such accounts gained little credit.

Summary

- Conclusions need to be about what the candidate thinks of the changes that have taken place, not what changes the candidate might want in the area.
- Candidates need to be clear that 'recent' is within the last 20 years or so.
- Candidates who produced a month-by-month listing of changes in rides at theme parks, taken directly from a website, gained few marks.

Strand E – The range of promotional materials and techniques used

This strand requires candidates to describe and evaluate a range of promotional materials and techniques used by one organisation.

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, some candidates, again, did not do this. The best studies looked at examples of the actual materials and techniques used from the outset. There needs to be some element of evaluation and some conclusions drawn in this strand to access higher marks. The evaluation needs to be of the actual material/technique used by the organisation not the media in general. For example candidates who wrote about the advantages and disadvantages of television as a way of advertising products gained few marks, whereas candidates who commented on the actual TV advert used by the organisation with comments like ‘it gives the impression of fun’ and ‘the music is too old fashioned it won’t appeal to teenagers’, gained deserved credit.

Some candidates restricted the marks that they could earn by completing work on promotional material only. Both materials **and** techniques must be covered to gain marks at the top of Level 2 and into Level 3.

Summary

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

Strand F – The range of leisure and tourism employment opportunities

In this strand candidates need to describe a range of employment opportunities available to young people and provide some evaluation of the range of jobs available.

Candidates should understand that employment opportunities in this strand should only cover jobs in leisure and tourism and jobs that are ‘customer fronting’ roles. Many candidates still cover roles such as maintenance operatives, chefs and cleaners, which gain no credit as they are not ‘customer fronting’ roles.

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. Comments such as ‘there are not a lot’ are not in the detail required.

Summary

- Candidates need to ‘evaluate in some detail’ the range of jobs available to gain Level 3 marks, not just make general comments on the number of posts.
- Jobs described must be in leisure and tourism and must be ‘customer fronting’ roles.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.

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