

## **GCSE Leisure and Tourism**

### **Controlled Assessment:**

- Unit 2 Strand B Exemplar Work – ‘York Visitor Attractions’ and Related Commentary

#### **Information on exemplars**

Leisure and Tourism GCSE Controlled Assessments cover new topics from September 2009.

In order to produce exemplars of work as early as possible, the Principal Moderator has used work from a number of sources e.g. work written specifically as teacher support material by older students.

While the Leisure and Tourism subject content specifically matches the specifications, teachers are asked to note that the writing style in the exemplars may vary between strands and the use of English may not be typical of a GCSE student.



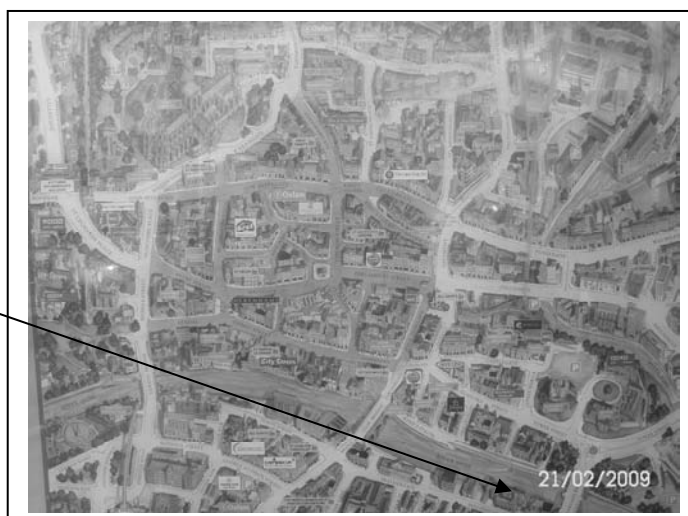
## Unit 2 (specimen tasks) Strand B

### How people make use of the Leisure and Tourism Facilities in the central area of York

The area I am going to study is the central part of York, a main tourist destination in the north of England. I have studied the area around the River Ouse from the Museum Street Bridge in the north to the Skeldergate Bridge in the south. I have included the main railway station on Station Road across to Fossgate in the east.

There are three main groups of people who make use of the Leisure and Tourism facilities in this area of York

Map to show the central area of York, where I have based my study



#### 1). Local Residents.

Local residents make use of the area for a number of reasons.

##### a). For walking and for exercise.

Local residents will make use of this area in their leisure time during the day and at weekends. They use the Riverside Walk, as shown in the photograph, for walking dogs and for strolls. It is also a good way for people who live out towards Fulford to get into the city centre for shopping, as the city centre has a good range of shops. In summer and on most Saturdays local residents can be seen walking this route into the city centre, they can walk along the path to avoid the traffic, many also cycle in this way as part of the path is marked out as a cycle way. When the Millennium Footbridge was constructed near Fulford it made a circular walk possible, to or from the city centre using both banks of the river. This is a busy area on a weekend and in local holiday periods when locals use it as a stroll on an afternoon.



Riverside walk, next to River Ouse. Used by locals for exercise, dog walks and family strolls.

Local residents will also use many of the parks and small areas of open space, which are in this area of the city centre. Again they can use it for walking dogs or for their children to play in. During the summer families often use the grass for picnics and children's games as they are close to some of the houses on the south side of the city.



Some parks and small areas of grass often used for children's games in the summer

Millennium Bridge near Fulford, allows circular walks for locals up and down River Ouse



### b). Socialising and for entertainment.

Locals also use the central area of York to go out into in the evening and at weekends. They can meet friends and family in the central area, as there are a lot of restaurants and bars. York is a major university city and there are a lot of student residents. Students often use the city centre area on Mondays, as this is student discount night with many pubs and bars offering cut-price meals and drinks to draw them into the centre from the university campus. An example of a bar in this area is the Slug and Lettuce and the Lowther shown in the photos below.

Slug and Lettuce pub/bar.



The Lowther, a popular riverside pub for locals using the Opera House theatre nearby.



There is also a snooker club in this area popular with younger people and students as a leisure time activity, this is shown in photo 5. It offers discounts for students on certain days and for local youngsters during half term holidays during the day. Adults mainly use the area during the evenings in the week and at weekends.

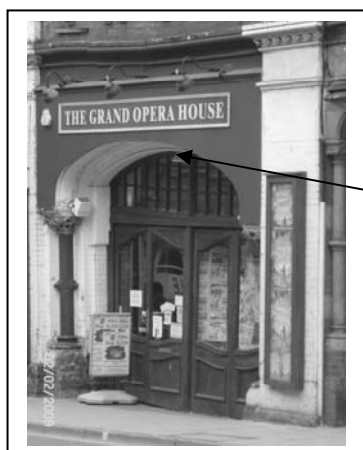


Locals may use the central area of the city in the evening for a night's entertainment. In central York there is a theatre and a cinema. The Grand Opera House is a theatre in this area used mainly by older people in their evening and weekend leisure time, this is because of the type of activities and production put on. These are mainly concerts of 70's and 80' music and plays aimed at older people. The theatre puts on a number of productions through the year, which attracts local residents as well as tourists. The Grand Opera House is a popular venue, shown in photograph 5.

Locals may also use the Cinema located on Coney Street. This specialises in 'art' type films which may appeal to local university students as well as local residents in their 20's and 30's.

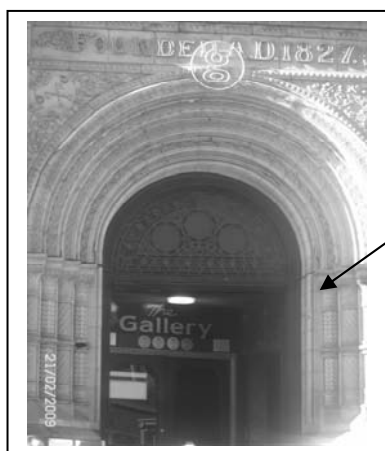
**Cinema**

**12-17 Coney Street, York  
Tel: 0871 704 2054  
A three screen cinema  
showing arthouse,  
independent quality  
mainstream films, riverside  
cafe-bar, basement  
internet-cafe & events bar.**



People use this area to go to plays and concerts at the Grand Opera House

Younger people use this area by going to a nightclub. There are a few nightclubs in the central part of York that provide entertainment for locals. The ones in the centre of the city such as The Gallery though are mainly for older people as they play 70's music, younger people and students tend to go to the ones on Micklegate such as Ziggy's, these are a little outside my area and further away from the central part of the city. The Gallery by aiming at older people rather than young teenagers will be hoping to attract tourists as well as locals to boost custom (see photo below). York is still in the centre of a mainly rural area, many residents from the surrounding area still come into the centre for their entertainment on a semi organised event like hen nights and pub crawls



Gallery nightclub in the centre of York.

### c). For travel.

Local residents may also visit the area for travel. They can book holidays at travel agents as all the major travel companies have offices in my study area in central York. Many national travel companies such as Going Places, My Travel, Thomas Cook and Lunn Poly all have branches in and around Stonegate and Piccadilly. There are also some specialist travel companies that locals might visit to arrange travel, such as Destination Provence and Global Travel who both have offices in Stonegate. These last two specialise in more individual travel and locals might choose to visit them rather than use the internet sites as they can get a more personal service.

The main railway station in York is in my central part of the city and is on the East Coast Main Line. This is used by local residents to get to other parts of the U.K. as well as a major gateway for visitors into and out of the city.

Residents would also use this central area of the city to get a taxi home after being out in York. The main taxi ranks are located in the city centre. St Saviourgate is the main area to get a taxi home from central York. Taxis can also be caught from Piccadilly and Duncome Place. People who have been for a night out in other parts of the city come into this area to get a taxi or bus home after a night out.



Lots of locals on a night out in other parts of the city come into this area to get a taxi home at night

**d). For information and education.**

Locals may also use the central area for study and to get information on the locality and on hobbies to do during their leisure time, as the main library is also in this area of York in Museum Street. This has internet access, which include 'Yortime' a database about events and entertainment in York. It has free access to family history records that people can use to pursue a hobby in their leisure time of researching into family history. It also has some special interest events such as children's reading clubs, homework clubs and 'Reading with Babies and Children' sessions which young parents can get involved in during the day.

**e). For home based leisure.**

Local residents may visit the centre as part of home based leisure. Takeaways occur a lot in the centre of the city. There is a group on Nunnery Lane such as Ujala and some on Micklegate and King Street. These are accessible from the car parks near the centre or on peoples way home after a night out in the centre.

Shops in the centre also offer DVD sales and rentals that people can view at home and may be a reason people come into the centre to use the leisure services in the afternoon and early evening.



Lots of young people come into the city centre to use the many take-aways that are in the area.

## 2). Tourists and visitors.

Tourists will visit this area of York for a number of reasons.

### a). The central area of York has a lot of visitor attractions and things to do.

This central area of York is used a lot by tourists, it attracts a lot of tourists from the U.K and from abroad to visit the historic visitor attractions in York. They have a number of places to visit in my area of study such as Clifford’s Tower, the Castle Museum and the Jorvik Viking Centre. These three are popular attractions with foreign visitors, they occur on most information and pictures of York as a tourist attraction. A lot of people would visit this central area of York as part of a U.K or North of England tour and stay in the city for a week or more. They will use the central part of York to visit attractions such as the Viking Centre, the Minster, Clifford’s Tower and the Castle Museum. As they are spending longer in the city they may use the walls and river as a different way of seeing the city, taking a whole afternoon to walk around the walls and explore parts of the city outside of my area. Most of these tourists will arrive by train or coach and walk around the central area of York once they have arrived, to visit the attractions. They usually spend time shopping in the Shambles, an old shopping street, and in the market area of the city. This means that the historic attractions are a relatively safe environment because many are pedestrianised and are also used by many school groups on visits to historic attractions.

For visitors who come mainly for the day as tourists there are car parks close by, around the base of Clifford’s Tower and on the Riverside. This means family visitors from the U.K. who come with younger children can easily get here by car and park close to the centre of the city, so they use the city centre to park their car in and visit attractions near to the car parks.



Family groups and international tourists outside the Jorvik Viking Centre

There are a number of things to do in the area by the river. Firstly they can go on one of the many river cruises or hire a boat to see York from the river, as can be seen in photo 6.

Riverboat cruises. Many tourists on their first visit to York use it as a way to see the city from the river



They can use the river walk like the locals to stroll along the banks down to the Millennium Footbridge and back along the other side of the river to make a circular walk of about an hour.

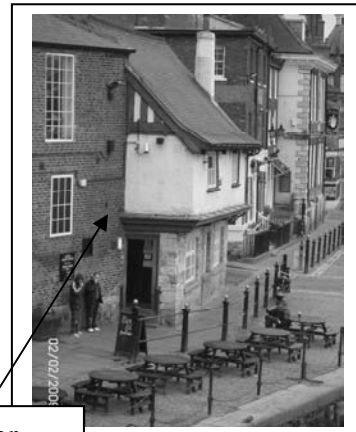
**b). The central area of York is used by tourists for entertainment and socialising.**

In summer there are a number of cafes' and pubs with outside seating areas where visitors can sit outside during the day and early evening to watch the traffic and boats on the river, you can see examples of these in photos 7 and 8.

Visitors also make use of the areas of grass and open space near to the river to sit on during the middle of the day.



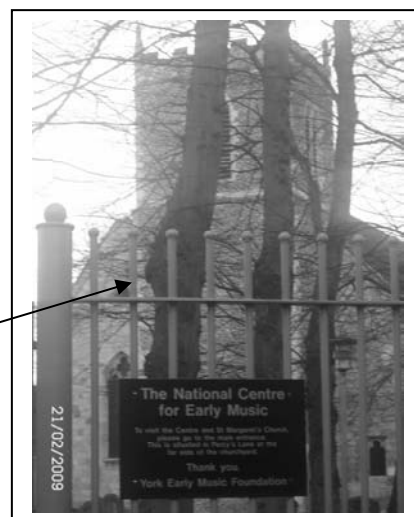
Riverside Café. Popular with visitor to York in the summer when they sit outside



Kings Head pub, popular with tourists sitting outside to have a drink.

Visitor coming for the day will use the cafes and outside eating areas in between visiting the attractions in the centre.

National Centre for Early Music  
St Margaret's Church, Walmgate,



**c). The central area of York is used by tourists to get information**

There are two visitor information centres in the central area of York which will be used by tourists to get details about the visitor attractions, to book accommodation and to find out about travel arrangements in and around York. Just like the locals they will use the railway station for travel to and from York as it is on the east coast railway line.



|   |   |
|---|---|
| De Grey Rooms<br>Exhibition Square<br>York<br>YO1 7HB<br><b>Open:</b><br>Monday to Saturday 9am - 5pm<br>Sunday 10am - 4pm<br>Accessibility: not wheelchair accessible. | York Railway Station<br>York<br>YO24 1AY<br><b>Open:</b><br>Monday to Saturday 9am - 5pm<br>Sunday 10am - 4pm<br>Accessibility: wheelchair accessible |
|---|---|

**d). The central area of York is used by tourists for accommodation**

Visitors use the central area of York for accommodation as there are a large number of hotels in this area. Visitors may be on a short break to visit the city of York, in such hotels as the Travelodge on Piccadilly or in the Novotel, which specialise in short breaks. Many family visitors use the hotels this way.



Travelodge Hotel. Visitors use this for short breaks to visit York City Centre

They may also use York as a base to travel to other tourist destinations in the North of England. Visitors to the Queens Hotel on the side of the River Ouse are often American visitors on a 'British' or 'North of England' tour.

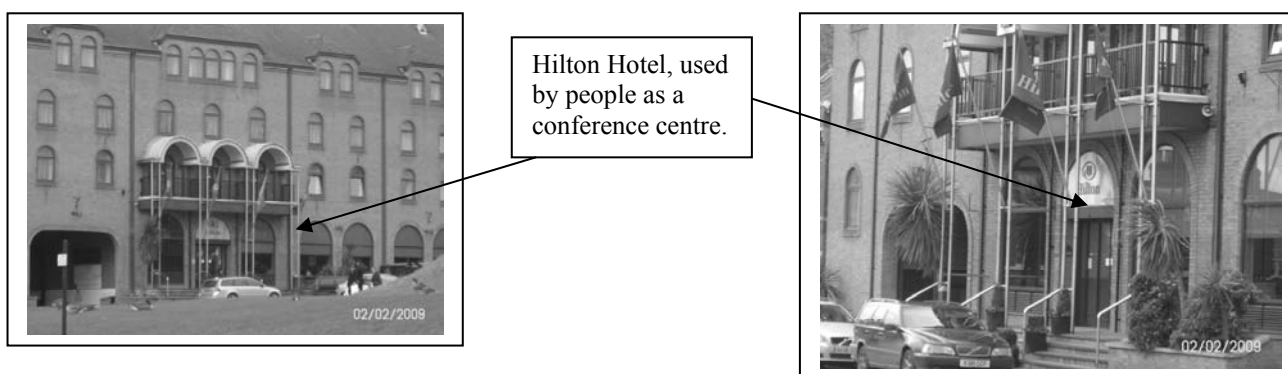
Queens Hotel York. Large central hotel. Used by many foreign visitors.



### 3). Business customers.

Business customers may want to have meetings in the hotels in this area. An example of a hotel that does this is the Hilton Hotel in the area I am studying, see photo 9. This large hotel has a lot of meeting and conference rooms that are regularly used by firms from all over the world for meetings and conferences. There are a large number of bars and restaurants in this area, which will make it a popular area for business visitors who will find York easy to get to. York is a major business centre for such companies as Nestle and Norwich Union who hold meetings and business events in the city.

The Central Library also have meeting rooms and conference rooms for hire, which are sometimes used by local businesses and other organisations



## Unit 2 (specimen tasks) Strand B

### Unit Commentary.

The candidate uses the central area of York as their chosen area. It is permissible within the specification to write a controlled assessment about an area, provided it fulfils one of the three tasks set by the exam board. *(Note that this response would be equally valid for either Task 1 or Task 3 of the specimen tasks).*

The candidate has very closely defined their area, this is not generally needed in such detail and in this case probably limits the candidate in their description of uses later in the strand.

From the start the candidate describes in detail how a variety of local people will make use of the leisure and tourism facilities in the central part of York. The descriptions are detailed and throughout this section the candidate uses examples of attractions and organisations in York, which shows a thorough understanding of the topic.

The description of the tourists is again in detail. Business customers, however, are only dealt with in a very short section concentrating on the use of one hotel in the candidates study area. Compared with the other descriptions, this section is in much less detail and would be one reason that marks were in the mid/lower range of level 3

The description is in detail, covering specific examples of how different groups of people would use the chosen area. The candidate, however, concentrates their description on how three main groups of people make use of the leisure and tourism facilities in the centre of York. This approach has encouraged the candidate to describe how people use the area rather than describe the facilities.

Therefore the work is placed in the middle of level 3

Mark awarded Level 3 = 10 marks