

GCSE Leisure and Tourism

Controlled Assessment:

- Unit 2 Strand C Exemplar Work – ‘North of England Zoological Society at Chester Zoo’ 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.

This exemplar includes typed annotations within the text to simulate how a teacher would mark up a student's work by hand.



UNIT 2: - STRAND C

Leisure and Tourism facilities provided by the North of England Zoological Society at Chester Zoo

The name of my chosen organisation is the North of England Zoological Society, they run Chester Zoo.

Chester Zoo provides a range of leisure and tourism facilities to attract customers to the zoo and to make their stay at the zoo a pleasant one

The main product at the zoo is the animals. The zoo provides a number of facilities so that customers can visit and see the animals and other facilities so that they can enjoy their stay.

Facility 1) The Twilight Zone

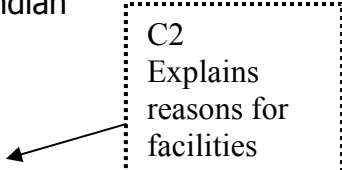
This is a large building that houses the zoos collection of Bats. Visitors can go inside the bat enclosure and have the bats flying around them so that they can see what they are like close up.

The building has three sets of doors so that the bats don't escape

The Twilight Zone has, since it's opening in 1998 by the late Douglas Adams become one of Chester Zoo's most popular exhibits.

The two species in the Twilight Zone are the Rodrigues Fruit Bat (*Pteropus rodricensis*) and Seba's Bat (*Carollia perspicillata*). The Rodrigues Fruit Bats come from Rodrigues Island, part of the country of Mauritius, in the Indian Ocean.

C2
Explains
reasons for
facilities



The reasons the facility was built was that it provides an indoor area that visitors can use to see the animals. This would help make the zoo more of an all year round tourist attraction. It also means that the zoos younger visitors like children can be close to the animals. Chester Zoo does not get a lot of older children or teenagers as visitors and it was thought that an area where people were part of the animal enclosure would be a good attraction to try and get this type of customer to go to the zoo. The zoo provides a keeper in the twilight zone so that they keep an eye on what is going on but also so that they can explain some things about the bats to the visitors. This would be of interest to older school groups studying animal habitats, especially if you were part of it. You can find out about how the bats live as well as seeing them close up.

So the zoo built these facilities to get visitors to go all year round which means it will get money in the low season as well as in the summer. It also tried, by aiming at school groups and teenagers to get more visitors into the zoo by attracting new customers.

C2 – Attempts to draw conclusions

Facility 2 Realm of the Red Ape

This facility is a building that houses the Red Apes and Guerrillas from the zoo. It is a two-storey building and visitors look at the animals from the first floor of the building. Although the animals can go inside and outside all the visitor areas are inside the building and you can see the apes from large glass windows that go from floor to ceiling whether they are inside or not.

C2 – Describes facilities.

The Red Ape group consists of six animals. They are now kept together 24 hours a day in the Realm of the Red Ape exhibit, as there is enough room for them to spread out throughout the entire building. They have an extremely good natured breeding male named Pulu who is 20 years old and arrived at Chester in 1996 from Perth Zoo, Australia. He has now fathered 4 offspring.

They have two breeding females named Subis and Emma, who were born at Chester in 1986 and 1987 respectively. They are full sisters born 18 months apart and were both hand reared following rejection by their mother.

One reason for providing this facility is that it provides indoor access for families with young children in pushchairs and disabled visitors in wheelchairs. This way the zoo can become more disabled friendly as the ramps on the outside of the building mean there are no lifts needed to get to the first floor

Another reason is that people can get into and out of the building via large glass doors that have openers on for disabled access.

C2 - Explains reasons for facilities



Door openers allow wheelchair and pushchair access.

They have also provided it so that visitors can see the animals easily through the full length glass windows. It was also built to give the apes a permanent home. Their

greatest achievement that these two females have reared all their own offspring, (two apiece), thanks to Chester keeping a greater number of orang-utans than is usual in a zoo and allowing them contact with other females rearing infants. So the zoo built this facility to provide a permanent home for the apes, which seems to have worked as they have now reared their own babies. It was also built this way to provide easy access for families with pushchairs and disabled visitors

C2 – Attempts to draw conclusions

Facility 3. Monorail

The zoo says that “No visit is complete without a Zoofari Railway Ride. It is perfect for 'returning to base” This facility is a monorail ride around the zoo in a small train of 4 or 5 carriages which move around the zoo on a constant loop. I have put a picture of this is below so you can see what it looks like. It is a driverless train of about 4 carriages Tickets are extra from the normal zoo admission and people get them from machines at each of the twos stations.

Tickets are valid for two rides on the monorail. The zoo has updated the monorail so that people in wheelchairs can use the trains. This will give people a different view of the animals in the zoo. People who mostly make use of this facility though are families with young children as it gives them a break from walking around the zoo and gives very young children an idea of how big the zoo really is. Passengers have to disembark at the first station and continue their journey at a later time. This means the ride is very short and for the people in wheelchairs it is a lot of effort to get on and off for only a very short journey, so when we visited the zoo not many wheelchair users made use of it.

The main reason for providing the monorail was to give people a different way of seeing the animals and to provide a different attraction at the zoo

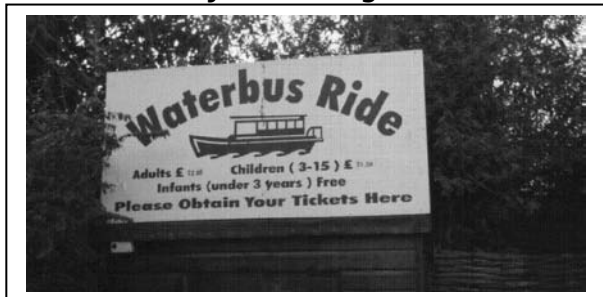


Facility 4 Waterbus Ride:

C2 – Describes ‘range’ of facilities.

The water bus runs from the jetty in East Zoo from Easter until the Autumn (Weekends only at quiet times). The 12-15 minute trip gives a very different view and in the spring you can see some of the animals close up such as the young waterfowl and there are no fences between you and the animals in some places. People in wheelchairs cannot use this ride at the moment. While we were there the main people who used it were families with young children as it was something

different from just walking around the zoo



Facility 5 Café Restaurant and Tea Rooms:

There is a café at Chester zoo called the Tszavo Café and a separate Tea room. There is also a restaurant which is available for functions such as parties and celebrations.

C1 – Simple reasons for facilities

The café is a large self service café that sells drinks, snacks and main meals. These facilities are provided by the zoo so that visitors can have a break from walking around the zoo and have something to eat and drink. The Zoo hopes that by providing these facilities it will mean that people will stay longer at the zoo and also spend more money. Visiting the zoo is seen as a day out so the zoo provides a café, tea room and restaurant so that people will stay at the zoo and have something to eat.

The tea room was mainly used by older couples for a coffee in the morning and some tea in the afternoon.

Both of the cafes are large enough to have space for school groups and parties and they provide snack food and chips which will appeal to younger people. Families tend to use these as well as there is a play area outside for children so that parents can supervise their children and have a break as well.



Facility 6 The Shop

C2 – Describes ‘range’ of facilities

Another facility provided at the zoo is a shop. At Chester zoo the shop sells gifts and souvenirs there is also a section where visitors can adopt animals. The zoo provides a shop so that they can get extra money from visitors. Because the zoo is not a national museum it does not get any of its’ money from the government. This means it has to get all the money for the upkeep of the animals from the visitors to the zoo.

One way to get them to spend extra money is to adopt an animal at the zoo. This means visitors will get information about their animal and what is happening to it and the zoo gets extra money to pay for the upkeep of the animals. It also means that visitors may well come back to the zoo to see their animal again so the zoo gets money from repeat visits.

Unit 2 (specimen task 2) Strand C

Unit Commentary

The candidate writes about the North of England Zoological Society at Chester Zoo as an organisation. It is permissible within the specification to write the whole controlled assessment about one chosen organisation. (Note *that this response is to specimen task 2: An investigation of the leisure and tourism facilities provided by one major leisure and tourism organisation.*)

There is a description of 6 facilities provided by the zoo for visitors, which would constitute a 'range' as needed for Level 2 marks. A candidate at level 1 would typically cover lots of general points about Chester Zoo, or only describe two or three facilities. In this example the description is much clearer and is organisation specific. It also covers six facilities, so would more closely match the criteria at level 2.

The candidate describes each of the facilities, though in parts this is more of a description of the animals, rather than the facility itself. They suggest one or two reasons why each facility was provided, such as 'an indoor attraction'. The candidate therefore attempts to account for the reasons facilities are provided.

There are some conclusions drawn at the end of the 'Twilight Zone' section and the section on 'Realm of the Red Ape' which summarise reasons why the facilities were built in terms of the benefits to the organisation. If this was done throughout the strand the candidate would gain more marks e.g. higher level 2/ level 3.

To have gained more marks in the level 3 area the description of the facilities needed to be in more detail, for example saying exactly what was provided for visitors in each location. Facilities 1 and 2 may be close to this but there is less detail in the remaining sections

The candidate uses photographs to show the range of facilities, although annotation of these with descriptions of the facilities, may have gained more credit.

Marks awarded Level 2 = 7 marks

This sample has been annotated to show how marks have been awarded in a manner that centres might use. Comments would normally be hand written onto the work by the teacher. The teacher's comments have been typed onto the work here for clearer presentation