

Teacher Resource Bank

GCSE Leisure and Tourism

Controlled Assessment:

- Unit 4 Strand D Exemplar Work – ‘The Suitability of Travel Options to the Chosen Destination’ 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 4

Investigating tourism destinations and impacts

Strand D

The suitability of travel options to the chosen destination

My chosen destination is Bath, a tourist centre in the west of England.

You can travel to Bath in lots of different ways. Most people who go there travel by car. They arrive via the A4 and A46 when they have left the motorway. From London people would travel along the M4 past Reading and Swindon to junction 17 or 18 then down the A roads into Bath city centre to park. Bath is about 10 miles from the M4 so is very easy to get to. They could use one of the Park and Ride car parks, Bath has 3 of these on the outside of the city. Visitors leave their cars and get a bus into the centre of the city. The Park and Ride places are open every day from Monday to Saturday from 6.15 to 8.30. You can get to Bath from the M5 if you are travelling from the north of the UK. At junction 15 people would join the short section of the M4 to get to junctions 17 and 18 and go into Bath the same way as the people from London. From the north you would go down the M6 to Birmingham then get onto the M5 towards Bristol. From South Wales the M4 comes across the new seven bridge near Bristol which means it is easy to get to Bath from places like Cardiff and Newport. I think a lot of day visitors to the city come from this area.

You can get to Bath if you come from abroad. Bath gets a lot of foreign tourists because of the famous historic Roman Baths. They can arrive at London Heathrow airport by British Airways and hire a car to drive along the M4, which goes past the airport. This is about 100 miles. You can get a train to Bath as well, most people do this from Reading or go into London from Heathrow by train and get a train from Paddington direct to Bath on First Great Western, or to Swindon where they can change onto another train. The journey takes about 1 1/2 hours from London by train. There is an airport at Bristol, which some people would use to get to Bath if they wanted to get closer to the city by plane. I have put a table to show where the flights to Bristol come from. Ryan Air run lots of flights into Bristol

<u>Country</u>	<u>Town</u>
England	Leeds/ Bradford
	Manchester
	Newcastle
	Plymouth
	Newquay
Northern Ireland	Belfast City
	Belfast International
Austria	Innsbruck
	Saltzburg
France	Bergerac
	Biaritz
	Bordeaux
	Chambery
	Grenoble
	Limoges
	Marseilles
	Nice
	Toulouse
Germany	Berlin
Bremen	Frankfurt
Holland	Amsterdam
	Eindhoven
Spain	Alicante
	Barcelona
	Madrid
	Seville
	Valencia
Italy	Milan
	Naples
	Pisa
	Rome
	Turin
	Venice
	Verona

From Bristol airport it is easy to get to Bath using the A38 and A4. It is about 20 miles. There is a coach service from the airport called the Bristol International Flyer, which takes people to the railway station in Bristol. You can then get a train from Temple Meads station to Bath. From the airport it takes about an hour to Bath, which means it is easy to get to.

You can get to Bath by coach, National Express run coaches from Bath to lots of towns and cities in the UK and in Europe. Most people who come to Bath via coach come from Victoria Coach Station in London. You can also get to Bath from Heathrow Airport direct to Bath via coach, which takes about 2 hours

I think there are lots of ways to get to Bath from all over the U.K and lots of places in the world. This is a reason why Bath is a popular tourist place. Most visitors come by car and I think this is the most suitable because it means you can drive from anywhere in Britain and most places in Europe to get here. The motorways are fairly close by which means it's easy to get here by car. It also means you can visit other places as well as Bath. Weston Super Mare is fairly close and is not too hard to get to Salisbury and Stonehenge by car along the A36. This is why I think the most suitable form of transport is car.

Unit 4 - Strand D

Commentary

'The suitability of travel options to the chosen destination: - Bath'

The work obviously applies to Task 6 of the specimen controlled assessment tasks.

"Recommend and justify a responsible tourism holiday, including travel arrangements, to a UK leisure and tourism destination that would be suitable for a visitor from abroad"

The candidate describes a variety of travel options to the destination. They use road numbers, names of towns via which travellers would arrive and give some ideas of distances and times. There is no information on cost of journey or description of relative costs of the different travel options. The list of places that Bristol Airport serves is obviously taken from a website and is not used, so serves little purpose and gains no credit.

At the end of the section there is a brief summary on what the candidate thinks is the best form of travel, but this is a personal opinion and not based on any evaluation of cost, time or in relation to the type of customer it may be. The candidate concentrates on travellers in general and uses the word 'you' when describing who the traveller is.

The work will be in level 1 as the candidate describes at a basic level some travel options to the destination. In describing the travel options, only modes and routes are described in any detail. There is some weak reference to providers but nothing on relative cost. In order to gain higher marks in level 1 they would need to include some details of the cost and time of the relative travel options.

In order to gain credit at level 2 candidates need to explain the suitability of the travel options to the visitor. In relation to the controlled assessment task this needs to be in relation to a 'visitor from abroad'. The candidate therefore would need to explain the suitability of the transport arrangements in relation to the customer or visitor type (page 15 of the specifications). To progress to higher marks in level 2 they would need to go on to draw some conclusions about the type of transport and the type of customer it would suit.

A level 3 piece of work would go on not only to explain in more detail the suitability of the variety of travel options covered, but also to evaluate their suitability in relation to the visitor from abroad giving the relative merits of each type of transport for the customer type identified. (relevant to task 6)

The work is therefore placed in the middle of level 1.

Marks: - Level 1 = 3 marks