

GCSE

Examiner's Report

GCSE
Specification 2346
Unit 1 - 5346
Leisure and Tourism

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GCSE Leisure and Tourism

Unit 1- 5346

Investigating Leisure and Tourism

General Comments

The January 2004 series provided candidates with the first opportunity to sit this externally tested unit. The paper followed the format of a question and answer booklet and candidates were required to respond in the spaces provided.

The time allowance of 90 minutes proved to be sufficient for candidates, judging by the high number of completed scripts. The nine questions all linked to the What You Need To Learn section in the specification.

The paper had been designed to assess candidates across the full ability range at GCSE and achieved this purpose. Most candidates attempted all questions and consequently gained marks across the paper.

Candidates did not perform well on linking questions to the visitor/customer type and their needs and also at giving reasoning. A significant number of candidates were weak at analysis.

Most scripts were easily readable, making them easy to mark – although there is room for improvement.

Question 1

- (a) This was well answered.
- (b) In most cases candidates were able to identify two other key components of the travel and tourism industry. There were a few candidates who just put either 'accommodation' or 'catering'. In this series credit was given, however, in future papers the correct term used in the specification will be expected. A few candidates repeated key components mentioned in (a) e.g. 'tourist information and guiding services'. This was not accepted as the question clearly stated 'other' key components. There were a few candidates that confused tourism and leisure key components.

Question 2

- (a) Generally this question was answered very well.
- (b) On the whole well answered however, there were a few candidates who just named a facility rather than an activity you could do at the facility.

Common incorrect answers included:

Fast food takeaway – 'McDonalds'
Visitor attraction – 'Alton Towers'

Question 3

- (a) This question required candidates to match the appropriate job to the key component. Generally well answered however a common mistake was 'travel consultant' for tourist information and guiding services and 'overseas representative' for countryside recreation.
- (b) Candidates were required to describe two duties of a park ranger. In many cases the responses were basic and just one mark awarded. There were a few candidates who confused a park ranger with a park warden.

Examples of basic responses are:

'Make sure there is no damage to the park'
'Look after the wildlife'

Examples of detailed responses are:

'A park ranger looks around the park for any hunters or other things that are endangering the animals or polluting the rivers or lakes that are in the park.'

'To look after the park to make sure that no damage is being put on the trees or plants through negligence of visitors.'

'To make sure there is no damage made towards the park and if so he has to report it.'

Question 4

- (a) Answered well. Most candidates were familiar with products and services offered in a library. 'Books to borrow', and 'computer to search the Internet' were the most common responses. Each of those responses was awarded maximum marks.

(b) This question was not particularly well answered. There were a number of candidates who confused travel agents with tour operators. There were a number of candidates who did not give 'other' products and services and responded with answers such as '*book package holidays*' or '*sell holidays*'.

Example of a weak response:

'A travel agent sells holidays and flights. They have holidays all over. You can get brochures from them.' (1 mark was awarded – this was given for brochures)

Example of a good response that was awarded maximum marks:

'The main job of the travel agent is to sell a holiday. But it is also to provide a range of information and brochures so that the public can choose the right holiday for them. There are other services available such as currency exchange. This is available so that customers can change their English money into another type of money such as Euros that can be used on their holiday. Another thing that is available is insurance. This is to make sure that if you are injured you can be treated in the country that you are visiting.'

Question 5

(a) This question related to information provided. Candidates were required to use the map of the Metro. In most cases the correct form of transport was given. Many candidates gained full marks. There were a few candidates that gave answers such as '*airport*' rather than the form of transport. Responses must relate to the method of travel.

(b) This question related to suitability of different methods of transport. For this part of the question candidates were asked to recommend the best type of transport. The final part of this question asked for an explanation for their choice. This was a dependant question and a significant number of candidates did not consider the information provided in the question. This question relates to the application of knowledge and understanding and few candidates achieved maximum marks.

Example of a typical response awarded 1 mark:

'Metro – It is easy and takes you straight to the city centre.'

Examples of a response that considered the visitor type and gained maximum marks:

'It's the closest to the airport and the only one actually at the airport. You can go straight from the airport to the city centre and they probably won't have a car and won't know the area.'

'It's right at the airport so they can pop on it and they can take their trolley with luggage right there so it is easy. You go straight to the city centre. I would tell them to use that.'

- (c) This part of the question related to the relative merits of travel. Most responses had some basic explanation but this was often limited and did not relate to the customer type. Although there were some excellent responses few gave the clear links to the businessperson.

This is a response with limited explanation:

'The plane is much quicker than the ferry. He wants to get there quickly so a plane would be best as it only takes 2 hours.'

This response clearly linked to the businessperson and gained maximum marks:

'Because it is much quicker and if she is going to Amsterdam for a meeting she probably doesn't want to spend a lot of time travelling. Also with the flight transportation she may find she wants to get back for her work and there probably will be more flights for her to choose from and a ferry will only go once a day. The airport is nearer to Amsterdam centre and the port is miles away so she doesn't have to waste lots of time in taxi.'

Question 6

- (a) This part of the question related to information provided on the Edinburgh Theatre. Candidates were to use the information provided and consider the needs of people with disabilities. A number of candidates repeated information given in the question and therefore only achieved up to 2 marks. Some candidates made basic links and just achieved level 2 (3 marks). There were only a few candidates who gave a detailed explanation with clear links.

An example of a Level 1 response:

'It has wheelchair access, audio, interpreted performance. It also has concessions which is good.'

An example of a Level 2 response:

'It offers wheelchair access and audio and someone sit there and perform sign language. The wheelchair access is for someone in a wheelchair, audio is for the blind and sign language is for the deaf. Having access means they can get around easy on there own.'

An example of a Level 3 response:

'There is wheelchair access for people in wheelchairs which means they can get around easily. There is audio and described performances for people who are partially sighted which means they know exactly what is going on the whole time and there is also sign interpreted performances so deaf people understand the performance. They offer concessions to people with disabilities which means they

don't have to pay the full price which makes things easier if they are not able to work because of their disability.'

- (b) This part of the question referred to factors what affect what people do in their leisure time. Candidates had to explain why a child might not visit the theatre. Many candidates focused on the fact it would be '*boring*' and gave basic responses that were mainly descriptive rather than an explanation. To achieve maximum marks there needed to be a clear link to children and to factors.

An example of a basic response was:

'They might not like theatres (children have dislikes). They think it is boring. Also it is not the fashion to go to the theatre (it is not cool).'

A response that gave a clear explanation and links:

'The theatre may not be appealing to a child as it may not be in fashion for children between 7-15 instead a cinema is popular. Theatre is a lot more expensive than going to the cinema and most children only receive a limited amount of pocket money per week (like £5). Transport can also be late and expensive when you only have a bit of money. Friends may joke that the theatre is for old people making them choose to do other activities.'

- (c) Candidates were to explain how products and services might be improved to meet the needs of families. There were some good ideas however on the whole this question was poorly answered. Many candidates just focused on children and not the whole family. Maximum marks were only awarded if there was explanation and clear links to families. Few achieved this.

A typical response, which was just descriptive:

'A theatre could have more children's shows so they want to go. They could have child friendly times.'

A response that gave a clear explanation and linked to families:

'Run classes for children before or in the interval with some of the actors so they are more involved. Mum and Dad can go in the bar while they do that. They could have a place that the family all sit together as parents like to keep an eye on their kids and they might be too young to sit on own.'

Question 7

- (a) (b) This question related to products and services offered by leisure centres. Candidates were asked to explain how products and or services could be developed. Many candidates came up with lots of ideas, many that would probably are already offered in many leisure centres. Credit was given providing it was presented as a new idea. Most candidates achieved one or two marks- few gained maximum marks. Candidates either did not describe the idea or give a clear link of how that product or service would meet the needs of its target market. There were a few candidates who gave responses referring to promotion

e.g. *'have times of the day when people this age get discounts'*. No marks were given for promotion.

The following are examples that gained 2 marks:

'Have a swimming pool with lots of wave machines and stuff like that which would be a laugh.'

'Have a Jacuzzi so that they can come after work and relax as they will be really tired from going to meetings.'

These examples gained maximum marks:

'Have a kids only café room that sells food like chips and has modern music that kids like. People 10 to 16 will like this as they can hang out with their mates after school and after swimming.'

'Open late like up until 10 pm. This would mean that people could go home after work and feed the kids. They then will still have time to go to the gym or play badminton.'

'Have a relaxation club with relaxing music and a Jacuzzi. People can come straight after work and the room will make them forget about their horrible day at work. They will go home happy.'

Question 8

(a) Most responses only achieved one mark maximum. Few really understood what the term 'package' meant. Many confused this term with all-inclusive holiday.

An example of an award that was awarded full marks:

'Package means that you get at least two things like accommodation, transport or the tour. You pay one price for everything'

(b) This part of the question referred to the links between leisure and tourism. Whilst most candidates gained some marks very few made clear links between leisure and tourism. Candidates must understand the interrelation between the two industries. Links plays a vital part of the specification.

An example of a weak response:

'The breakfast is the leisure part as it is catering. The museum is also leisure. Getting there is transportation. This is tourism.'

The following is a level two response. Although it was a basic response it showed catering and the museum were both linked to leisure and tourism. It was therefore awarded the lower end of this level. It is an example of very weak links between leisure and tourism:

'The Manchester museum is leisure it can also be classed as tourism. The package has a hotel with breakfast. Food is in both leisure and tourism. Getting there is transportation which is tourism.'

Level three response that clearly showed links:

'Firstly you need to get there (transportation =travel and tourism) and you will be going into the museum (arts and entertainment = leisure). You need to stay overnight in the hotel (accommodation = travel and tourism) and eat as well (catering = leisure). The tour of the football ground is both (visitor attraction and attraction = leisure and travel and tourism). The links between the leisure and tourism industries are that sometimes they fit in to both industries and sometimes you need both to make it something that is good. If you did not have transport, which is travel, you would not be able to enjoy the leisure side of things, as you could not get there. Accommodation and catering (tourism) are linked with catering (leisure) as breakfast or food is covered in both. They need each other to make it work.'

- (c) (i) This part of the question required candidates to describe changes to football grounds and other leisure facilities over the past 20 years. Changes to football grounds was answered the better of the two. Many candidates failed to read the question for (c) (ii) and continued to describe football grounds rather than other facilities. To gain maximum marks responses needed to refer to how the facility has changed. Many responses just described how it is now and did not make the reference to change. There were a number of responses which were just lists with no description.

Example of a (c)(i) response that questions a list and does not describe or refer to change:

'There are seats, museums and a tour. There are more entrance booths. There are better catering facilities.'

Example of a (c)(i) response that shows references to change:

'Football grounds like Old Trafford have changed loads. They used to be standing areas but now after the Hillsborough disaster they now have lots of seating and the barriers have gone so people cannot get stuck or squashed if there was an emergency. Grounds now sell lots of different food. You can get hot dogs and stuff like that but if you have a lot of money you can go to the restaurant. 20 years ago they never had restaurants or posh boxes where it is warm you had to eat before you went. Grounds now also have screens so you can see everything big and watch goals again.'

Example of a (c)(ii) response that gives a description but does not refer to change:

'Leisure centres have now got wave machines and modern gym equipment.'

Example of a (c) (ii) response that shows references to change:

'Cinemas have changed because they now they have lots of films showing at the same time which didn't happen before as there just used to be one at a time. The seats are better too as they are comfy. Cinemas also have bars and restaurants there in the cinema. Old cinemas you could only buy popcorn. You can also book your seat in advance on the Internet unlike before when you had to queue on the night for the ticket.'

Question 9

(a) Question 9 was the most challenging question and was weighted AO3 which requires candidates to give reasoning and show analysis. Candidates were required to read the information provided about Blackpool to support them in answering this question. (A) Specifically required candidates to focus upon the negative impacts of the introduction of the resort casino hotel to Blackpool. There were some candidates that looked at both positive and negative impacts, which was beyond the instruction of the question. Analysis was generally very weak. Many candidates gave explanations rather than analysis and many of the responses were very basic. Nearly all candidates attempted the question and in most cases at least one or two marks were awarded. Very few candidates gave level three responses showing detailed analysis of the different impacts.

An example of a basic response:

'The development could bring a lot of trouble to Blackpool. There will be lots of people gambling and they might get addicted. The place will get overcrowded and there will be noise and air pollution. It will be a gambling place not a family resort any more.'

A response that showed some analysis:

'The traditional seaside will be lost because there will be lots of adults going instead of families which go there at the moment because of people gambling instead of going for the rides. When they build the hotel it will make lots of noise and mess, which will be bad for people who live there. To build it there will be lots of trucks which will kill the creatures on the land and will make lots of noise which will be bad for people who have houses near it. House prices will increase meaning local people may have to move away from Blackpool as they cannot afford the prices e.g. a couple buy their first home would have to move to another place because houses are too expensive because the land is sold to people like the hotel or people that want a place there who have money. Another negative thing is that the roads will be jammed with cars as lots of people will visit.'

(b) This part of the question looks at economic impacts on the Northwest region. Candidates were required to give an explanation. Few considered the Northwest region and instead just focused on Blackpool. Many responses included social impacts rather than economic. Many gave responses linking to employment, which was good, but often the response did not consider the impact for the whole region.

An example of a basic response:

'There will be jobs for people.'

An example of a detailed response that links to the Northwest region:

'It will bring more jobs to the region not only when complete but also during construction. There will be jobs all year not just seasonal. There will also be jobs outside Blackpool as many transport links need to be developed throughout the Northwest.'

(c) Development of transport links was the focus on the final part of this question. It required analysis and like part (a) candidates found this difficult and only gave brief responses with basic analysis or just an explanation. To gain higher marks candidates were required to give detailed analysis and cover more than one form of transport.

An example of a basic poor response:

'There needs to be an improvement. They will have to build better roads and maybe make the airport better. The people visiting need to get there easy so it has to be good. There needs to be car parks for people as lots might come by car.'

An example of a response that showed some analysis:

'If tourists are coming from America to visit Blackpool they would not want to be hopping on and off buses every 2 hours so some sort of arrangement would have to be made with the nearest airport to Blackpool for the passengers to be driven from the airport straight to their accommodation. This should be part of a package.'

An example of a good response that considered lots of forms of transport:

'At the moment there are not enough car parks by far to implement these plans. Such a huge increase in cars would mean more car parks need to be built. Building them outside Blackpool and introducing a park and ride scheme would be best as it would cut down in the congestion. There are trams that run in Blackpool which could run more often if needed to help with the increase in tourists. The harbour could be made accessible so ferries even hovercrafts can bring tourists to Blackpool. There is also an airport which could be expanded to receive transfer flights for visitors who have arrived at bigger airports such as Heathrow. Public transport can also be improved so that it is a better and a more reliable service for visitors. Having lots of good transport and choice means lots of people can get there easily so they will come again and again.'

In preparing candidates for the exam centres are reminded to advise candidates to read the first page of instructions. Centres are advised to ask candidates to ensure that they have attempted all questions. Candidates must make sure they follow the instructions of the question i.e. identify, describe, explain, analyse etc.

Grade Boundaries for Unit 1- 5346

(Total Marks for paper: 90 marks)

A	C	F
67	48	28

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