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Examiners' Report

June 2011

GCSE Leisure & Tourism 5LT01 01

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Introduction

This is the third examination series of this paper for the new GCSE in Leisure and Tourism. Unit 1, The Leisure and Tourism Industry is an overview of all parts of the two industries, and this examination is testing the breadth of knowledge of the candidates rather than depth. It is a one hour paper, and has 50 marks available, allocated as follows:

Assessment Objective	Percentage	Command words
A01	55%	Describe, Identify, Name, State
A02	25%	Explain
A03	20%	Assess, Analyse

QWC is also being assessed on questions marked with *. In this paper these are 1e and 3dii).

The standard of responses in this series was generally good, there were some excellent candidates who were able to express themselves well, and very few candidates left out questions.

Successful candidates were able to identify the command word in the question and answer appropriately, for example if asked to describe, they did not explain and vice-versa. Their application of answers to the scenario/case study in the question would also have been good. e.g. 3c) Belfast to Paris.

Less successful candidates would have given very brief or generic answers which could apply to any customer or situation, for example the role of a lifeguard (1d) may have said "keep people safe" – from what? where?. Others would have given one or two word answers when the command word is describe, for example 2b) simply said 'email' or 'by phone'.

Where questions ask for examples, these can be local, regional, national or international.

Question 1 (b)

A large number of candidates had not identified with the words "leisure *facility*" in the question, so gave an example of a leisure *activity*.

Additionally, a number of candidates missed the phrase **under 5's**, and gave an example of a leisure facility appropriate to any age, e.g. swimming pool or leisure centre.

The question actually asked for an example, and both generic examples e.g. playgrounds and specific examples e.g. Tumbletots, Wacky Warehouse were acceptable.

(b) Name an example of any leisure facility designed for the under 5's. (1)

Childrens ball pool or somewhere
like childrens parks

(c) Define the term 'special interest' holiday and give an example of a 'special interest'



ResultsPlus Examiner Comments

A generic example given by this candidate, so one mark awarded. Actually two examples were given, but the first is more appropriate for under 5's

(b) Name an example of any leisure facility designed for the under 5's. (1)

~~At the~~ Wacky warehouse
(sponge play area)

(c) Define the term 'special interest' holiday and give an example of a 'special interest'



ResultsPlus Examiner Comments

A specific example given by this candidate, who would be awarded one mark.



ResultsPlus Examiner Tip

Make sure that you know the difference between activities and facilities. Make sure the example you give is specific and not vague e.g. 'a park' would be suitable for any age group rather than 'a playground in a park' Read ALL the question – e.g. in this case 'facility' and 'under 5's'....

Question 1 (c)

This question was quite poorly answered by a lot of candidates. There was much confusion between sightseeing and special interest. Sightseeing was on the summer 2010 exam, and examples used here (correctly) were repeated (incorrectly) in this exam.

To achieve a mark for the definition, the candidate needed to use the words/phrases 'activity/skill/hobby' or similar. Too many candidates were very vague and used sentences such as "going somewhere for a specific reason" – which could apply to any trip or visit.

(c) Define the term 'special interest' holiday and give an example of a 'special interest' holiday. (2)

Definition

A special interest holiday is something specific to an interest

Example

e.g. going on a safari.



ResultsPlus Examiner Comments

This candidate did not give a good definition, so would have not been awarded a mark for this. However, the example given would be acceptable as a special interest. This candidate therefore scored 1 of the possible 2 marks

The examples part of the question were answered much better, e.g. skiing holidays; cookery trips and better responses also included a destination e.g. painting holidays in Italy

(c) Define the term 'special interest' holiday and give an example of a 'special interest' holiday. (2)

Definition

An special interest holiday is going away on holiday for a specific reason/ activity. The holiday is around the specific purpose and is a key interest of the holidaymaker.

Example

Going to Llandudno for a walking holiday.



ResultsPlus Examiner Comments

This candidate clearly defined the special interest holiday and then gave a good example with both the activity and an appropriate destination, so would be awarded both marks.



ResultsPlus Examiner Tip

Make sure that you know the definition of and can give an example of all the types of tourism in topic 1.1 of the specification.

Question 1 (d)

A well answered question, very many candidates gaining at least 2 of the possible 4 marks available here. A minority did forget that the question asked for duties (and stated skills instead) and the scenario being a beach (and described duties of a lifeguard at a pool).

Quite a lot of basic duties, with no detail, were given in answers to this question, - this is a good example of one of these.

(d) Describe the main duties of a lifeguard on a beach.

(4)

The life guard say on a tower and when you are on the beach and you are in trouble in or out of the water they will come in the water and save you if you are drowning or if you cut your self on the stand



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Examiner Comments

This candidate describes only one duty "save you". However the additional detail of helping people on the back would be awarded an extra mark, so 2 marks in total.

See how this response compares to the previous one.

(d) Describe the main duties of a lifeguard on a beach.

(4)

The main duties of a lifeguard would be saving a person from drowning ^{fore.g.} if anyone was in the water and went to far and couldn't swim anymore, the lifeguard would have to save them. A lifeguard would have to keep an eye out for any sorts of danger in the sea, which can be threatening to a person's life, ~~there~~ e.g. Shoras. The life guard would also have to keep an eye on people who are doing water activities in case they have an accident or an incident takes place.



ResultsPlus Examiner Comments

A detailed answer, several duties described, some of these in more detail than others, but easily enough to achieve the maximum 4 marks.



ResultsPlus Examiner Tip

Try not to give generic or vague duties such as "helping people" or "watching the sea", or "keeping people safe". Adding more detail to these statements will ensure that extra marks can be awarded.

Question 1 (e)

This question asked for assessment of the information provided and relating it to different customer types. Some candidates simply matched the information to general types of customer, e.g. this canoeing will suit all types of customer... Answers such as this would only be awarded Level 1. Better responses will have mentioned specific customers e.g. families with different aged children; older people and groups. To achieve level 3 a range of factors, applied to a range of customer types, with some opinions and reasoning will have been considered.

This question also assessed Quality of Written Communication – so candidates are expected to use good vocabulary, and spell correctly.

* (e) Voyager canoeing is an example of a countryside recreation activity. Assess the suitability of this countryside recreation activity for different types of customer.

(6)

Voyager canoeing offers ~~3~~ different facilities for each individual. Any one can hire the canoe for £176 and get food, drink ect... Its good and offeres things for parents with children and also for older or younger people who want to hve the canoe out. A lot of people might hire a canoe to look at the river sightseeing.



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Examiner Comments

An example of a level 1 response. No specific types of customer mentioned e.g. age ranges, family composition etc... Information really just "lifted" from the article and not assessed. 2 marks. It also contains several spelling errors.



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Examiner Tip

Try to refer to as many specific customer types as possible, not just a general wide range statement.
Re-read your answer and correct any spelling errors, particularly those words that are given in the question or case study. e.g. romantic, moonlight, scenery (all of which were seen spelled incorrectly).

^{good/bad.}
*(e) Voyager canoeing is an example of a countryside recreation activity. Assess the suitability of this countryside recreation activity for different types of customer.

(6)

This leisure activity would be a great activity for a middle aged couple who love the countryside and even for romance as it requires energy but also included a calm and peaceful atmosphere ~~to~~ to relax and have fun e.g. The barbeque. ~~On~~ On the otherhand a ~~couple~~ middle-aged couple may not enjoy this so much in winter when raining as the romance factor may be lost! This activity would be good for ~~an~~ elderly people as they tend to enjoy the countryside and beautiful sights but they may not have the energy to canoe! Therefore ~~would not~~ would not enjoy this activity as much as maybe a coach journey through the countryside as they could relax and it requires little efforts.

(Total for Question 1 = 14 marks)



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Examiner Comments

This response considers two different customer types, middle aged couples and elderly, and has also looked at both the good and bad features for each of them. this would make it a Level 2 response, and as it is well written, would be awarded 4 marks.

Question 2 (b)

The key parts to this question were 'new technology' and 'tickets'. Occasionally, candidates forgot it was about tickets, and answered with relation to advertising and selling roles. Odd candidates also did say "by post" or "by hand" – forgetting that it was new technology.

The command word was 'describe', so one word answers such as email and fax were only credited with one mark of the possible 2 available.

Customers currently receive their holiday tickets from MCM Coaches by post.

(b) Describe **two** other ways MCM Coaches could get tickets to customers making use of new technology. (2)

1 Email through the internet

2 via text



ResultsPlus Examiner Comments

The command word is describe. A response like this would only get 1 of the possible 2 marks. The candidate would need to say more about the ways e.g. 'text a booking reference to their mobile phone' is a much better answer.

Customers currently receive their holiday tickets from MCM Coaches by post.

(b) Describe **two** other ways MCM Coaches could get tickets to customers making use of new technology. (2)

1 They could create an app of a smart phone that lets them have electronic tickets.

2 MCM coaches could email the tickets to the customer and the customer prints them off at home



ResultsPlus Examiner Comments

A much better response, contrast this with the lack of detail in the first example. 2 marks.



ResultsPlus Examiner Tip

Do not give one word answers when the command word is 'Describe'.

Try not to give telephone as a response to new technology – it has been around for many years! Mobile Phones, especially iPhone/Apps etc are more recent and acceptable though...

Question 2 (c)

A well answered question, most candidates had obviously travelled by coach, and were aware of the need for safety. However, two separate points were needed for two marks, and candidates who stated "make sure customers have their seatbelts on, and that they don't run around/stand up" would only be awarded one mark as this is the same thing. There were a good variety of safety measures described. Most were well related to a coach company like MCM, but there were a few that gave measures such as "search people for weapons", which for a coach company, especially one that predominantly takes older people on holiday, would not really be feasible or appropriate.

MCM Coaches has a responsibility for safety.

(c) Describe how MCM Coaches should help ensure the safety of its customers when travelling by coach.

(2)

Make sure all the customers wear a seat belt. Send the coaches in for regular MOTs and services. Keep the coach up to date with technology too.



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Examiner Comments

This response makes two separate points so would be awarded 2 marks, one for seatbelts and one for MOT and service. The additional comment about technology is not relevant to safety.



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Examiner Tip

A two mark question like this has lots of possible measures that could be described here. Try to give two as different as possible, but relate to the scenario/organisation in the case study - in this case a coach company catering for older people.

Question 2 (d)

A poorly answered question, targeting AO2/3. There were 3 marks available for each suggestion; these could be achieved as 2 for the suggestion and 1 for the justification, or vice-versa. There were a large number of candidates whose suggestions involved heating and blankets and hot drinks. In truth, modern coaches will all have heating on them already. However, limited credit was given for this type of answer for one of the suggestions only. There was also a focus on offers, discounts and advertising, these answers were better. The best answers suggested new products such as trips to mountain resorts to ski, city breaks and shopping trips.

However, in almost all responses, the explanation was weak, focusing on why it would be good for the customer, **NOT** why it would meet the objective of the company.

(d) Suggest how MCM Coaches could attract customers in the winter months.

Explain how your suggestions will help MCM Coaches to meet this objective.

(6)

Suggestion 1

They could do trips abroad
ie france

Explanation

Instead of staying in the country the coach could do trips to countries like france where you only have to go through the tunnel to get there and people would like a bit of sun in winter.

Instead of weekly trips do weekends.

Explanation

People don't want to go on holiday in the country in the winter so they could do weekend trips to other places at a cheaper price.

(Total for Question 2 = 11 marks)



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Examiner Comments

Suggestion 1 the candidate makes a reasonable suggestion, trips abroad to France, more detail of this is actually in the explanation part of the answer, but was credited with 2 marks. The explanation is basic, but linked to customer needs in winter and does attempt to say why they would be attracted, so would also be awarded one mark - total 3 marks.

Suggestion 2 Weekend breaks is OK for one mark. However, the rest of the answer does not give more detail or suggest possible destinations, and the explanation then actually makes another suggestion ie cheaper prices so, 1 mark only awarded.



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Examiner Tip

Read the scenario and the objective carefully. If two marks available, then describe your suggestion with detail and examples, to ensure that you get them.

Link your explanation to the objective of the company in the scenario **NOT** the customer.

Question 3 (b)

Candidates on the whole were very good at giving examples of business travel, e.g. meetings, conferences, new clients, training etc... However, there was a tendency to repeat the word 'business' in the definition. Better answers usually used the words "for your job" "for your company" "for work purposes".

(b) 'Business' is another reason why people travel.

Describe the term 'business travel'.

(2)

Business travel is to do with
business so someone might be
offered a new job ^{They have to travel} for the job they
do, they might have to work away.



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Examiner Comments

This response is an example of repeating the stem in the answer. It does however, go on to say "job/work" so would be awarded 1 mark only.

(b) 'Business' is another reason why people travel.

Describe the term 'business travel'.

(2)

Business travel is where people travel to
a different destination to do with
work for eg. conferences or meetings.



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Examiner Comments

This response not only gives good definition but also examples of business travel so would be awarded 2 marks.



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Examiner Tip

DO NOT repeat the words from the stem in your definition e.g. 'Business Travel is when you travel for business' would achieve **NO** marks.

Question 3 (c)

"Faster and easier" were very commonly identified as reasons for their choice of flying. Other factors which may have been identified included accessibility of airports, cost and fares, including price of petrol. Better candidates did identify that it was a long distance between Belfast and Paris, ferries would be involved, and journey time would not be feasible if they were only going for a weekend.

(c) Faye and Alisha chose to travel to Paris by air from their home in Belfast.

Explain the main factors that may have influenced their decision to fly to Paris rather than drive or go by train.

(3)

It takes less time ^{when} to flying
If they had a package holiday transfers, transport, accommodation and flights would be included.
Airports have good transport links.



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Examiner Comments

This response does not apply the answer to the case study at all. One mark would be awarded for the very vague - less time when flying. However, the rest of the answer is irrelevant description.

(c) Faye and Alisha chose to travel to Paris by air from their home in Belfast.

Explain the main factors that may have influenced their decision to fly to Paris rather than drive or go by train.

(3)

Paris isn't very far away so the costs could be quite low; also if it isn't far away it means that the flight won't be very long. Paris is also a very popular place to visit so they're may



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Examiner Comments

This response is applied to the stem of the question well. It shows knowledge of low cost airlines, and the distance between Paris and Belfast. It is a good answer, and the command word explain has been understood. 3 marks.



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Examiner Tip

Link your answer to the customers in the stem of the question, in this case, a weekend break, and the fact that it was a Belfast to Paris journey.

Question 3 (d) (i)

Candidates chose the correct two answers in the vast majority of cases here. They were also able to use these factors in their answer to d) ii).

Question 3 (d) (ii)

There were very many level 1 responses, who simply expanded on the answers they gave in the first part of this question (i). Level 2 responses indicate other reasons for or against running a marathon, including health issues, emotional aspects, such as a sense of achievement and fitness levels. To achieve a level 3 mark, candidates would have given opinions, and weighed up both the advantages and disadvantages, without simply repeating the opinions stated in the article. This was also a QWC question.

*(ii) Using the article to help you, assess the reasons influencing why people choose whether or not to run a marathon.

(6)

People would choose not to run a marathon because you look tired and sickly looking, you look unhappy and it's stupid that you travel all around the world just to do a marathon. It would influence people to do a marathon because it means raising money for charity, for the fun of it they do it in fancy dress and it keeps you healthy.



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Examiner Comments

A response like this would only be in level 1. It simply repeats the information and opinions given in the article, and makes no assessment of these views. It adds nothing to the information given.

good/Bad.

*(ii) Using the article to help you, assess the reasons influencing why people choose whether or not to run a marathon.

(6)

Some people may choose to run a marathon to prove something to themselves or someone else. e.g. determination or ~~the~~ willpower. Another example of ~~the~~ a reason people decide whether or not to run a marathon would be the location and also 'how, far it is!' Also price could determine whether to run it or not e.g. if someone were doing it for charity and they could only raise for example £3.50 they may see that as not worth putting their health on the line. Another reason would be the health and lifestyle of the person as it would be dangerous for an ~~extremely~~ extremely overweight person to attempt to run a whole marathon!

(Total for Question 3 = 14 marks)



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Examiner Comments

A response like this one has not simply used the article information, it has added to and assessed it. This type of response, using phraseology like "willpower", and which has thought about the types of people who may not run marathons as well as those who choose to is a level 3 answer.



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Examiner Tip

Don't just repeat information from the case study or article, add to it, and give your own personal opinions and judgements. e.g. in this case you could add charities that benefit from marathon running, or include health issues which may prevent people running, or look at alternative ways in raising money.

Question 4 (a)

By far the most popular answer given here is Blackpool.

4 (a) Name **one** seaside resort in the UK (other than Llandudno).

(1)

Blackpool



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Examiner Comments

Correct answer! 1 mark

4 (a) Name **one** seaside resort in the UK (other than Llandudno).

(1)

Cornwall.



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Examiner Comments

Incorrect answer - Cornwall is a county not a seaside resort. 0 mark.



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Examiner Tip

Learn the destination types and examples given in bold in Unit 3, topic 3.2 , this will help you in future examinations if a similar question comes up again.

Question 4 (b)

Generally well answered. Most candidates correctly gave, beach, pier and hotels with seaviews, guesthouses etc....

Shopping however was NOT credited as this is not unique to seaside resorts. Features found only in Llandudno were also not credited e.g. Great Orme.

(b) Identify **two** examples of features in Llandudno which are usually found in most UK seaside resorts.

(2)

- 1 4 star hotels with sea view.
- 2 Festivals in May.



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Examiner Comments

The first example is fine for one mark. However, the second example is only found in Llandudno, not most UK seaside resorts, so would not get the additional mark.

(b) Identify **two** examples of features in Llandudno which are usually found in most UK seaside resorts.

(2)

- 1 guesthouses or expensive 4 star hotels
- 2 a beach (for picnic) or a pier



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Examiner Comments

This candidate has given more than two examples (4 actually) so would achieve the maximum 2 marks for this answer.



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Examiner Tip

Make sure to read the question carefully.

Question 4 (c) (i)

Most candidates were able to identify some of the positive impacts, but for the full three marks these needed to be specific to a resort like Llandudno. For example "tourists bring in money" (what do they spend it on? attractions, hotels, restaurants...) "there will be more jobs" (in what?) In a destination such as Llandudno, there would be very few positive "cultural" impacts, unlike an overseas destination.

The 'Ski and Snowboard Centre' and the 'Llandudno Festival' will both attract tourists to Llandudno. Tourists can have impacts on the local community, and on the local environment.

(c) (i) Describe the **positive** impacts tourists may have on the **local community** in Llandudno.

Locals getting jobs, income, buying local
made momentums. (3)



ResultsPlus Examiner Comments

This response is a little limited, but there are two impacts mentioned - jobs and income. As the candidate has said (just enough) about what this income would be from - 'local made momentums' 2 marks would be awarded. To achieve 3, needed to also say what the jobs would be in.



ResultsPlus Examiner Tip

Avoid vague statements such as 'more money, more jobs' as these would apply to any types of destination - try to relate them to the destination type in the question.

Question 4 (c) (ii)

The negative impacts were much better identified, most candidates identifying litter, congestion, various types of pollution and crime rates. Some responses linked these impacts very well to Llandudno.

(ii) Describe the **negative** impacts tourists may have on the **local environment** in Llandudno.

(3)

they may dislike that it gets to over crowded and could cause traffic jams. long que's for the rides and hotels being too expensive.



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Examiner Comments

Overcrowding and traffic jams are very briefly mentioned in the first part of the answer. Queues for rides and hotels being expensive are NOT negative impacts. A response like this would only get 1 mark, it is not applied to Llandudno at all.

(ii) Describe the **negative** impacts tourists may have on the **local environment** in Llandudno.

(3)

tourist coming in on in their cars can cause pollution to the area, they can also cause physical pollution if they litter and can cause overcrowding in the city.



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Examiner Comments

A better response, pollution linked to tourist cars. (many responses just say pollution) Litter is also mentioned as is overcrowding, but these could have had more detail. 3 marks.



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Examiner Tip

Rather than just say pollution, say what type of pollution e.g. air, noise and say from what? e.g. air pollution from all the cars coming into the resort, rather than just 'pollution'.

Question 4 (d)

The issue of "sustainability" was taken to be 'keep people coming back' and 'increase visitor numbers'. However, for this part of question 4, the candidates who actually knew the principles of sustainable tourism were easily able to get the two available marks. Recycling, litter bins, using local materials, supplier etc were very popular correct responses.

Paper Summary

In order to improve their performance candidates should;

- Read the question carefully, interpret the command word and answer accordingly.
- Know the difference between 'activities' and 'facilities' and be able to give examples of these.
- Learn the key terms from the specification e.g. holiday types
- Apply answers to the scenario/case study in the question
- Check spelling/grammar, especially on QWC questions
- Attempt every question – do not leave anything out!

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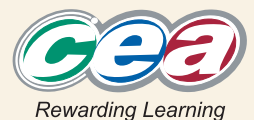
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