

Examiners' Report
January 2012

GCSE Leisure and Tourism 5LT01 01

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January 2012

Publications Code UG030718

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Introduction

This is the fourth sitting of Unit 5LT01 of the new GCSE 2009 Leisure and Tourism specification.

There were four questions, corresponding to the four sections of the specification, with a total of between 11 and 14 marks for each question, and a total of 50 marks to be answered in 60 minutes. The questions were a mixture of multiple choice, short and longer answer questions. This format will continue in future series.

Quality of written communication was tested on the longer answer questions; on this paper these were questions 2d and 3e.

Case studies were used to test application of this knowledge. Only information from the case studies in the examination can be used in answers to the questions, ensuring that candidates who know or have visited places used in the paper do not have an unfair advantage.

When candidates are asked to use examples in their answers, these may be from their local area, the UK or overseas.

As this unit is an introduction to Leisure and Tourism, it is not expected that candidates will have an in-depth knowledge, but rather a broad overview of both industries.

Question 1 (b)

This question asked candidates to identify two products/services of a library. It was very well answered, and most candidates were able to identify two different products/services. Books/book loan, DVD and computers, were the most popular answers.

However, some candidates duplicated their answers, eg read books, take out books.

A library is one example of a leisure facility.

(b) Identify **two** of the main products/services offered by a library. (2)

1 Access to the internet via computers

2 Book reading / lending



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Examiner Comments

This response would be awarded both marks.



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Examiner Tip

When asked to identify TWO products/services, try to make these as different as you can, to ensure that you get both marks.

Question 1 (c)

This question asked for a description of the duties of a fitness instructor. Many candidates stated general duties, such as training people, giving eating advice etc. Better responses gave more detail of the duties, such as teaching classes like Zumba, one-to-one personal training sessions, inducting new customers on how to use the machines etc...

(c) Describe the main duties of a fitness instructor at a gym or health club. (3)

To be a fitness instructor you have to be an excellent swimmer also you need to be quite fit and healthy yourself. Also need to ~~the~~ know the health and safety procedure.



ResultsPlus Examiner Comments

A response like this actually describes the skills and qualities needed by a fitness instructor, rather than the duties. One mark could be awarded for the *Health and Safety* part of the answer.



ResultsPlus Examiner Tip

Read the question carefully. This question asked for duties, **not** skills/qualities.

(c) Describe the main duties of a fitness instructor at a gym or health club.

(3)

* to show the customers an induction - show them how to use the equipment for ~~self~~ health and safety
* to tell you exercises - like with the aerobics balls show you different techniques on
* How to use it



ResultsPlus Examiner Comments

This response actually gives information on two different duties, so would be awarded 2 marks. The third duty was incomplete.



ResultsPlus Examiner Tip

General duties should always be applied to the situation in the question, eg *keeping people safe* could be a duty of many different types of staff in virtually any organisation. A better answer would be *making sure that the running machines are all safe for customers to use*.

Question 1 (d)

Candidates were asked to say what type of holiday Carl and Melissa were taking. Two boxes should have been crossed. Some candidates only crossed one. Others crossed three.

(d) What type of holiday are Melissa and Carl taking?

Put a cross in the **two** boxes which match this description. (2)

- Domestic
- Outbound
- Long haul
- Short break
- Package

—
—
—
—
—



ResultsPlus Examiner Comments

This candidate incorrectly gave *outbound*, although *short break* was correct, scoring one mark only.



ResultsPlus Examiner Tip

A question like this is worth a guess, but do not cross more boxes than you are asked to.

(d) What type of holiday are Melissa and Carl taking?

Put a cross in the **two** boxes which match this description.

(2)

- Domestic
- Outbound
- Long haul
- Short break
- Package



ResultsPlus
Examiner Comments

This candidate correctly identified the type of holiday as a *domestic short break*.

Question 1 (e)

Most candidates were able to give examples from the case study to match the sectors of the industry. Some incorrect answers mixed up the visitor attraction (Beatles museum) with the Art and Entertainment (Rihanna Concert).

(e) From the information given about Melissa and Carl's visit select an **example** and match it to the appropriate industry sector. (4)

Here is an example of what to do:

Online travel services www.laterooms.com

Accommodation the Holiday Inn

Visitor attraction Beatles museum

Arts and entertainment ~~Beatles~~ Rihanna concert.

Transportation Lime Street Station. (train)



ResultsPlus
Examiner Comments

An example of a perfect answer, scoring all four marks.

(e) From the information given about Melissa and Carl's visit select an **example** and match it to the appropriate industry sector.

(4)

Here is an example of what to do:

Online travel services www.laterooms.com

Accommodation Holiday Inn

Visitor attraction Rihanna in concert

Arts and entertainment Beatles Museum

Transportation Train



ResultsPlus

Examiner Comments

An example answer with two incorrectly named, ie Rihanna and Beatles Museum are wrong way round.



ResultsPlus

Examiner Tip

When the question asks for an example, you should give a named example eg 'Holiday Inn Hotel' rather than a generic 'hotel'.

Question 2 (b)

This proved quite difficult for candidates, although many managed to score one mark by stating 'increase profit' or 'increase income'. These could be a financial aim for any organisation. The question asked 'for a large hotel' so the additional mark was for application of this statement. For two marks, candidates needed to relate this to a large hotel. An answer linked to room bookings, increasing weddings/conferences, would be correct for both marks here.

(b) Outline a 'financial' aim for a large hotel. (2)

to ~~increase~~ make more profit each year. also to become more eco-friendly



ResultsPlus Examiner Comments

The first part of the answer would score one mark, the second part is irrelevant to profit, so no additional mark here.



ResultsPlus Examiner Tip

Link the answer to the question, in this case a financial aim for a **large hotel**.

Question 2 (c) (i)

The first part of the question asked how a hotel could use the Internet to communicate with customers.

Some candidates did not say how (the question says 'explain how'), so would not be awarded any marks.

An example of one of these types of responses would be 'let them know what is going on'. However, better responses will have identified email, on-line forums, feedback forms etc....

All large hotels will use different types of new technology and business systems.

(c) Explain how a hotel could use the internet to help it:

(i) communicate with customers (2)

The hotel could set up an online website showing information, have an email account so customers can send emails asking questions, set up a database so emails can be sent to customers, provide adverts on top sites

(ii) promote the hotel



ResultsPlus Examiner Comments

This response gives suggestions for an e-mail account, databases and contact with customers - questions from them, so there would be enough detail here to achieve both marks.

All large hotels will use different types of new technology and business systems.

(c) Explain how a hotel could use the internet to help it:

(i) communicate with customers

(2)

an hotel could communicate with the customers by sending them e-mails.



ResultsPlus

Examiner Comments

This candidate simply says *sending them emails*. What about? This additional detail would be needed for an extra mark, so only one mark was awarded here.



ResultsPlus

Examiner Tip

Link your answer with the *large hotel* in the question, and put what the e-mail might be about, to enhance answer.

Question 2 (c) (ii)

The second part of the question was about the hotel's promotion, and candidates had some good ideas, such as Twitter, Facebook, websites, pop-ups etc.

For the second mark again, this needed to be related to the hotel, so what would be promoted would give the second mark - events, pictures of facilities of hotel etc...

(ii) promote the hotel	(2)
<i>the could promote the Hotel on Internet like website, leaflets, Business cards, Tv, Newspapers</i>	



ResultsPlus Examiner Comments

This candidate has mentioned using a website, but then went on to add leaflets, business cards, TV and newspapers. These last four are not related to the Internet, so only one mark would be awarded here.



ResultsPlus Examiner Tip

Re-read the question if necessary, to remind yourself that the focus should be Internet-based promotion.

(ii) promote the hotel

(2)

The hotel could set up a
web site and show all the
rooms prices and special offer
on there.



ResultsPlus
Examiner Comments

A short answer, but enough here to achieve both marks, for *set up a website*, and then some detail of what would be on it - rooms, prices and special offers.

Question 2 (d)

This question was about keeping existing customers and attracting new ones, as in the second section of the syllabus for this unit.

Candidates were NOT asked to evaluate the extract as a piece of promotional material (this is tested in Unit 2 coursework).

They were asked to evaluate the products/services of the new Nickelodeon Land and whether they would be effective in bringing in new customers and retaining existing ones.

Some candidates also evaluated the existing rides at the Pleasure Beach. This evaluation was credited if it was linked with keeping existing customers.

Better answers considered the influence of Nick TV and its popularity with the relevant age group. The 'one and only' aspect of the attraction was also well explored by some.

A balanced answer, which evaluates both positive and negative points, for both new and existing customers, would score higher marks.

Pleasure Beach, Blackpool, hopes to attract new customers by introducing Nickelodeon Land.

* (d) Assess how effective you think this will be.

In your answer you should consider:

- keeping existing customers
- attracting new customers.

(6)

To keep existing customers they are opening up new rides that will attract them back such as Avatar airbender and Rugrats lost river, these will attract new families ~~to~~ back to the Beach because they can have another ^{but} different experience.

To attract new customers they are opening a new ride land, Nickelodeon Land which has lots of new rides for families with small children and it could be a different ~~per~~ experience for them all. Also it will be fun for the family.



ResultsPlus

Examiner Comments

This response repeats and lists the rides as given in the information in the stem to the question.

There is very little assessment, although both customer types are mentioned in the answer. This is a typical 2-mark response.

Pleasure Beach, Blackpool, hopes to attract new customers by introducing Nickelodeon Land.

* (d) Assess how effective you think this will be.

In your answer you should consider:

- keeping existing customers
- attracting new customers.

(6)

This will be very effective as 'Pleasure Beach' is a very adventurous and thrilling ride set which is mainly targeted for teenagers and adults whereas 'Nickelodeon Land' caters for the much younger generation like children so it's totally ideal for families to go and have a day out. Combining adult rides with children's rides attracts families because they know the whole family can have fun and enjoy it. Also, they are still keeping the adult rides the same, without turning them nickelodeonised so that keeps existing customers and maybe promoting a special deal as it's new would keep both customer groups happy.

(Total for Question 2 = 13 marks)



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Examiner Comments

This response looks at both customer types, assesses the information and links them to both the new and the old rides at Pleasure Beach.

A new market of families is clearly stated in the response, which is also well written and has no spelling errors. This is a 4-mark response.

To achieve higher marks, the candidate would have had to look at possible negative aspects, and maybe extended their answer to include TV channel popularity and additional customer types such as playgroups, primary schools etc.



ResultsPlus

Examiner Tip

For higher level marks, try to think beyond the information in the extract.

Question 3 (b)

Very many candidates were able to identify two suitable outdoor 'exciting' activities. Occasionally, indoor activities were given e.g. lazer-quest, and occasionally team sports were mentioned.

(b) Other than quad biking, identify **two** other outdoor activities that may motivate and be an 'exciting experience' for teenagers. (2)

1. skiing

2. paintballing



ResultsPlus Examiner Comments

Two acceptable outdoor exciting activities are stated here, and two marks would be given.

(b) Other than quad biking, identify **two** other outdoor activities that may motivate and be an 'exciting experience' for teenagers. (2)

1. lazer quest

2. go karting



ResultsPlus Examiner Comments

In this case, lazer-quest is not acceptable, as it is indoors. Go-karting can be either indoor or outdoor, but is accepted for one mark only.



ResultsPlus Examiner Tip

Read the question carefully and underline key words, in this case **outdoor**, to ensure that you give a feasible answer.

Question 3 (c)

This question was answered very poorly by the majority of candidates. They should have given **factors**, as identified in section 3 of the specification for Unit 1, eg cost, convenience, accessibility, flexibility etc.

However, most candidates concentrated their answers on the **facilities** that business travellers need in destinations.

Some of these were tenuously linked with convenience or accessibility, and would be credited with some marks. Other candidates simply described what a business traveller would do, eg go to meetings and conferences.

'Business' is one of the reasons why people travel.

(c) Describe the factors which are most important to a business traveller. (3)

A 4 or 5 star hotel for them to stay in, as well as an airport near by.



ResultsPlus
Examiner Comments

This response simply gives the facilities that a business traveller needs. There is no mention of factors at all, so no marks would be awarded.

'Business' is one of the reasons why people travel.

(c) Describe the factors which are most important to a business traveller.

(3)

business traveller travels only for business purposes so they've not really invested in any attractions etc. All they want is to get to a place quickly, get accommodation and food (catering) and do what they need to do; work.



ResultsPlus
Examiner Comments

This answer is mostly along the wrong lines, however, it does say *need to get to places quickly* (which is a factor) and so would be awarded one mark.

'Business' is one of the reasons why people travel.

(c) Describe the factors which are most important to a business traveller.

(3)

I think luxury and speed are
the important ~~the~~ thing to a business
traveller, because ~~or~~ ~~the~~ they would
need to get there quickly, and luxury
because they need to be comfortable.



ResultsPlus

Examiner Comments

This response is better; it mentions speed, which would be awarded one mark. It also says luxury/comfort, which is linked to another factor, so would achieve two marks.



ResultsPlus

Examiner Tip

Read the question carefully eg describe **factors** not **facilities** in this question.

Question 3 (d)

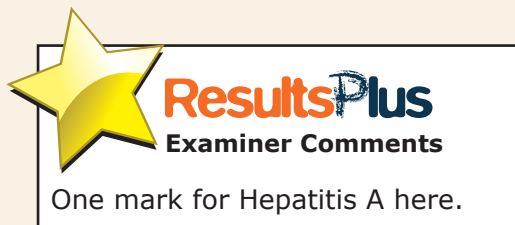
Candidates were asked to interpret the information given on the table for the business person described in the stem of the question. There were only two correct diseases that could have been given for this answer, Typhoid and Hepatitis A.

Some candidates did give Tuberculosis, which is technically correct, but as the business person was departing in three weeks there would not be enough time to see the doctor to get this protection.

(d) Identify **two** diseases that this business traveller should be protected against. (2)

1 ~~Tuberculosis~~ Tuberculosis

2 Hepatitis A



(d) Identify **two** diseases that this business traveller should be protected against.

(2)

- 1 typhoid
- 2 Hepatitis A



ResultsPlus
Examiner Comments

This candidate scored both marks.



ResultsPlus
Examiner Tip

Don't forget to read, not only the question, but also the information about the customer - this may be given before the question or before the information.

Question 3 (e)

Candidates used the information from the table very well, and were able to evaluate this - many mentioning cost, time, convenience (journey time) and frequency.

A range of customer types was considered, the most common being families, business travellers, groups and the elderly.

Stronger responses came to a conclusion or made a recommendation, rather than just repeating the information from the table. The characteristics of the customer type, the fact that they would have luggage, prams etc were also considered by some.

*(e) Evaluate the suitability of the different methods of travel to London Heathrow airport from central London for different customer types.

(6)

to get a taxi it would be quicker than getting the underground or the coach however the prices are expensive, :

Train is very quick however it's not that expensive compared to taxi as a result of this the taxi is slower and costs more so the best option would be to get the train.



ResultsPlus
Examiner Comments

This answer makes no mention at all of different types of customer, so would be awarded only 2 marks. This answer only compares speed and prices.

* (e) Evaluate the suitability of the different methods of travel to London Heathrow airport from central London for different customer types.

(6)

A taxi would be suitable for a family ^{of} ~~of~~ 5 as they would not need to worry about getting a seat, they would be comfortable and if they had younger children they wouldn't have to keep an eye on them like if they were on the tube. I would say a couple taking the train the Heathrow would be better for them as it is cheaper than taking a taxi and is a shorter journey time or ~~or~~ if a business man/woman wanted to get there faster. The underground would be suitable for someone with a budget, (student) or someone who missed their train as they leave every 5 minutes, and a coach for the elderly passengers as they would be looked after, have a seat and its cheap.

(Total for Question 3 = 14 marks)



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Examiner Comments

Compare this answer with the previous clip. A variety of customer types is mentioned. Speed, cost, and the characteristics of the transport and the customers themselves are also considered. Five marks were awarded for this response.



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Examiner Tip

Think beyond the information in the table – don't just repeat it. Apply it to the customer types you are considering.

Question 4 (b)

Jobs and money were often given as answers here. However, more detail was needed, as the command word in the question was 'Describe'. Where would tourists spend money? What sort of employment would it be? Money for regeneration was also correctly identified by some.

(b) Describe the positive impacts of weekend break visitors on destinations.

(2)

The visitors will generate more income for the destination and help to regenerate particular buildings. As there is more income, there is more possibility of jobs but there will be more land and noise pollution.



ResultsPlus

Examiner Comments

A good response, which has several positive impacts included in it. 'Generate income', what this could be used for and the candidate also mentions jobs. Two marks would be scored here. The last part, which identifies negatives, is not needed.

(b) Describe the positive impacts of weekend break visitors on destinations.

(2)

Weekend breaks in places such as Newcastle brings popularity, money and business which are positive impacts on Newcastle.



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Examiner Comments

'Popularity' on its own is not a positive impact. However, this response does link it to money and business, so would be awarded one mark.

Question 4 (c)

Generally well answered. Local examples of countryside areas, eg named country parks, as well as nationally recognised areas such as the Lake District or the New Forest were credited. Non-countryside areas, including counties eg Devon and whole countries eg Wales, were also named but not correct. They are full of towns, cities etc...as well as countryside.

Another type of tourist destination is 'countryside areas'.

(c) Name **two** examples of countryside areas in the UK. (2)

1 New Forest

2 Lake District

It is important that countryside areas remain sustainable.



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Examiner Comments

The New Forest and the Lake District are both national parks and therefore classed as countryside areas. Two marks.

Another type of tourist destination is 'countryside areas'.

(c) Name **two** examples of countryside areas in the UK.

(2)

1 lake district.

2 Beaches.

It is important that countryside areas remain sustainable.



ResultsPlus

Examiner Comments

Again, the Lake District is acceptable. However, the problem with beaches is twofold...

1. This is not a named example.
2. Many beaches are in seaside resorts, although some are in countryside areas. They are best avoided as an example in this category.



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Examiner Tip

Make sure to **name** a destination or specific example, as generic statements will not be credited. For example:

National parks (0)

Peak District National Park (1).

Question 4 (d)

Sustainability and the 'preserve for future generations' aspect were slightly better understood than in previous papers. However, some of those who obviously knew this forgot to relate it to the countryside, for the second mark.

Another popular way to answer this was to describe methods used in the countryside to ensure sustainability eg litter control, footpaths, building regulations.

A combination of a definition and one method, which was appropriate to the countryside, would gain a candidate both marks.

It is important that countryside areas remain sustainable.

(d) Define the term 'sustainable' with reference to countryside areas.

(2)

Sustainable is meeting the needs of the ~~pe~~ present without compromising the needs of the future. Countryside areas must ensure that the area is kept clean for wildlife and trees are not cut down.



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Examiner Comments

This is a good definition of sustainability, and is clearly linked to the countryside, so would be awarded both marks.

Question 4 (e)

This question was testing the application of the information given in the CPRE extract, to a particular type of customer, in this case primary school children.

Marks were not awarded for drawing/artwork. The content, including choice of appropriate facts, application to leisure and tourism, the countryside and beaches and advice appropriate to the young children market, were what was considered when marking this question. For example 'cigarette butts' and the word 'bio-degradable' would **not** be appropriate.

An example of advice appropriate to the age group might be 'feed the bin'.

One, which linked the length of time for the litter to break down with the age of the children in the future, was an excellent idea for the poster.

(e) Using this information, produce a poster which the CPRE could send to primary school children to raise awareness of the problem of litter.

(4)



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Examiner Comments

This poster included lots of information and advice, and was appropriate to the target market, so would be awarded all four marks.

Other posters, which had simply lifted appropriate pieces of information from the CPRE case study, may have been awarded two marks.



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Examiner Tip

Always keep the target market/customer type in mind.

Paper Summary

Most candidates attempted all of the questions on the paper. Their knowledge of some key aspects such as sustainability, has improved in this series.

Candidates should be encouraged to contextualise their answers, rather than give generic statements. On this paper this was particularly important in their answers to questions 1c, 2d and 2c.

It is important to read the question carefully, eg 3b **outdoor** activities; 3c **factors** not **facilities**; 1e and 4c give an **example**.

General Tips

Read the question carefully – underline key words

Keep an eye out for the word **example** – if you see it, make sure to name a real place or organisation, not a general example

Look carefully at the command word in the question

- If it is *Describe*, make sure to give more detail than just one or two words
- If it is *Explain*, you need to say why or how.

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Order Code UG030718 January 2012

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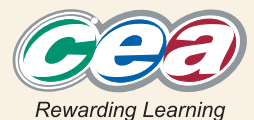
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