

Examiners' Report

June 2012

GCSE Leisure & Tourism 5LT01 01

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service. See the ResultsPlus section below on how to get these details if you don't have them already.



Get more from your exam results

...and now your mock results too!

ResultsPlus is Edexcel's free online service giving instant and detailed analysis of your students' exam and mock performance, helping you to help them more effectively.

- See your students' scores for every exam question
- Spot topics, skills and types of question where they need to improve their learning
- Understand how your students' performance compares with Edexcel national averages
- Track progress against target grades and focus revision more effectively with NEW Mock Analysis

For more information on ResultsPlus, or to log in, visit www.edexcel.com/resultsplus. To set up your ResultsPlus account, call us using the details on our contact us page at www.edexcel.com/contactus.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk.

June 2012

Publications Code UG032592

All the material in this publication is copyright
© Pearson Education Ltd 2012

Introduction

This was the fifth sitting of this unit paper. Candidates were able to access most of the questions; there were very few unanswered questions. It should be remembered that this unit is an overview of the industry. Candidates are encouraged to use the case studies wherever possible to either help answer the question or stimulate their thinking. It is important to remember though that in some questions further explanation may be requested and in these cases straight 'lifts' from the case study material will not earn maximum marks.

Question 1 (b) (i)

The extract on BIC was included for candidates to use to answer this question. A minority gave examples from the four sectors NOT included in the case study, such as playing football for Sport and Physical Recreation, or booking holidays for Travel Agents/Tour Operators. Others gave more than one example for each, or used the same example in more than one component.

Question 1 (c)

1(c) This question was quite well answered by candidates. Some were extremely knowledgeable about duties, having travelled by air and remembered their experience. Some candidates did identify skills rather than duties. If these were linked with a duty, e.g. 'good communication skills so that they can make announcements' this was credited.

Generic duties should be avoided, answers such as 'making sure customers are happy' or 'making sure customers are safe' could apply to any job at all. Answers such as these would not achieve maximum marks.

This is an example of a good response to the question.

(c) Alex works for Air France as a member of the air cabin crew.
Describe the main duties he will have to undertake while working on a flight. (3)

He will have to give a health and safety talk before the plane takes off so people know what to do in an emergency. He will have to serve ~~refreshments~~ refreshments and ~~first aid~~ first aid. He may also have to administer ~~first aid~~ first aid. He will also sell duty free.



ResultsPlus Examiner Comments

This candidate shows clear knowledge of what the duties of air cabin crew are. In fact four duties are included here - health and safety talk, serving refreshments, administering first aid and selling duty free. The maximum 3 marks were awarded for a response like this.



ResultsPlus Examiner Tip

Give as much detail as possible, for example don't just say 'give out information' - 'give a health and safety talk' is much better.

(c) Alex works for Air France as a member of the air cabin crew.
Describe the main duties he will have to undertake while working on a flight.

(3)

Making sure the passengers are ok, and deal
with any complaints.

Make sure all passengers are safe.

Help with any enquiries.



ResultsPlus

Examiner Comments

An answer like this could apply to any customer service situation - safety/complaints. A maximum of only one mark would be awarded for an answer like this.



ResultsPlus

Examiner Tip

Make sure that the duties you identify are clearly applied to the job in the question.

Question 1 (d)

Candidates were very good at explaining why the activities in the case study would attract families; however this is not exactly what the question asked. Some candidates focused solely on the needs of the children rather than the whole family. The question actually says 'this special interest holiday'. To achieve the maximum 3 marks, there needed to be some reference to it being a holiday – i.e. cost, length of stay, location, dates etc.

Higher scoring candidates mentioned the fact that it was a domestic holiday, in August when schools are on holiday, children have a reduction, what is included for the price etc.

Arts and Crafts Holiday

Location: North East England

Duration: Five days, various dates in August.

Cost: £198 per adult and £150 per child, including accommodation, food and materials.

Use the seashore, woodland and countryside to inspire you to create sculptures. You will work both individually and as part of a group using natural materials. The holiday will start by looking at using different materials such as clay, willow and paper to create pots, masks, sculptures and willow lanterns.

Other activities include:

- making paper using flowers, leaves and recycled material
- creating driftwood art on the beach
- a picnic on the beach with a family competition such as sand sculptures
- making and painting sand pictures.

(Source: based on information from www.field-studies-council.org)

(d) Explain why this special interest holiday may attract families.

(3)

This special interest holiday might attract family because there is a lot of teamwork involved, bonding the family. For example you can have a picnic on the beach and work as a team to build a sand sculpture, not only is this fun, it brings the family together.



ResultsPlus

Examiner Comments

This candidate focuses on the activities available rather than the fact that this is a holiday. There is much repetition of information from the case study with very weak explanation. One to two marks only for a response like this.

Arts and Crafts Holiday

Location: North East England

Duration: Five days, various dates in August.

Cost: £198 per adult and £150 per child, including accommodation, food and materials.

Use the seashore, woodland and countryside to inspire you to create sculptures. You will work both individually and as part of a group using natural materials. The holiday will start by looking at using different materials such as clay, willow and paper to create pots, masks, sculptures and willow lanterns.

Other activities include:

- making paper using flowers, leaves and recycled material
- creating driftwood art on the beach
- a picnic on the beach with a family competition such as sand sculptures
- making and painting sand pictures.

(Source: based on information from www.field-studies-council.org)

(d) Explain why this special interest holiday may attract families.

(3)

This special interest holiday may attract families because it is for five days in August which is during the summer holidays. Also all of the accommodation, food and materials are covered in the cost so the families wouldn't have to worry about providing that. Finally it is a fun experience for children and adults and there is plenty to keep the family entertained.



ResultsPlus Examiner Comments

This response clearly explains why the holiday is suitable for families, mentioning dates, cost and activities, and saying why they are suitable.

3 marks would be scored for a response like this.



ResultsPlus Examiner Tip

Don't just repeat the information from the case study in the answer. The command word is 'Explain', so say WHY this is important. An explanation is needed for maximum marks.

Question 2 (b)

The main problem with the answers to this question was that there was a focus on all technology and methods of advertising rather than just how NEW technology can be used, which is what the question asked. Very many candidates scored a maximum of 2 marks for their responses, as they identified several new technologies such as internet/websites; mobile phone apps; twitter; emails, then just wrote that these were used 'to tell people about their products and services'.

This question was about attractions, so the uses of technology should be related to this, e.g. 'e-newsletters to tell people about new rides they are opening' or 'use their website to book tickets for the museum online in advance'.

(b) Describe the ways in which a visitor attraction could use new technology to make customers aware of its products/services. You may use an example in your answer.

(4)

They Can put an advert on the computer that pops up when you're on their website. They could use an app on an iPhone that advertises they could just advertise on TV. They could advertise their rides and everything before the film is shown at the cinema.



ResultsPlus

Examiner Comments

This candidate correctly identified computer pop ups and iPhone apps. However, they did not say how these would be used, so achieved a maximum of two marks. The final part of the answer - cinema advertising - is not 'new' technology so was not credited.

(b) Describe the ways in which a visitor attraction could use new technology to make customers aware of its products/services. You may use an example in your answer.

(4)

Thorpe Park, have a website in which customers can find out when they're open and how much it costs, they also advertise on social network sites, about new rides or discounts to help attract more customers and they can use webcam technology to show a customer what a ride is like, so they know before they go.



ResultsPlus

Examiner Comments

Compare this response with the previous one. Three different technologies are described, and the ways in which they are used has been identified, in this case at Thorpe Park (opening times, admission prices and ride webcams). This answer scored all four marks.



ResultsPlus

Examiner Tip

Highlight the words NEW TECHNOLOGY in the question. Do not waste space writing about TV adverts, newspaper adverts, posters etc... Try not to give telephone as a response to new technology – it has been around for many years! Mobile phone/Apps/Smart phones are OK though. Describe the ways technology is used, in detail, applied to the leisure organisation in the question.

Question 2 (c)

Most candidates successfully matched the correct items in the case study to the 4Ps in the question. It was only necessary to give one example for each P.

(c) The marketing mix can be known as the 4 Ps: Promotion, Product, Place and Price.

Using the information provided, complete the following list for the marketing mix of The National White Water Rafting Centre. The first one has been done for you.

(3)

Promotion Website (www.ukrafting.co.uk)
Product white water rafting ~~centre~~
Place Snowdonia national park, North Wales
Price £32.00 per person.



ResultsPlus

Examiner Comments

This candidate very nearly missed one of the marks. If the word 'centre', which they crossed out, had been left in, this would have been an example of place, not product.

Question 2 (d)

This question was about evaluation of the safety measures at the white-water rafting centre. There was much lifting of information from the case study with simple evaluative statements like 'this is good'. The next stage, to get higher marks would be to say WHY it is good, e.g. why is having a helmet good? – 'To stop people injuring their head if they fall out of the raft'.

Better responses linked safety measures to the risks and dangers of the activity and so scored higher marks. Candidates who identified measures NOT in place were also credited for this, e.g. assessing the swimming ability of the participant.

***(d) Health and Safety is very important to leisure and tourism organisations.**

Evaluate the safety measures in place at The National White Water Rafting Centre.

(6)

The National White Water Rafting Centre ensures that the rafting is safe by having an age restriction. They also make sure that there is a qualified guide within the raft in case anything were to go wrong. The National White Water Rafting Centre also provide buoyancy aids and helmets to ensure no-one can get hurt and they also give all groups safety and instruction briefs before they are allowed out on the water so they know what to do. All of these actions contribute to the safety of each customer.



ResultsPlus Examiner Comments

This response includes safety information lifted from the case study but the evaluation is weak 'in case anything were to go wrong' - the candidate could have expanded this to say 'such as...' to gain higher marks. Responses like this scored 3 marks. This is, however, well-written and has no spelling errors.



ResultsPlus Examiner Tip

This question also tested QWC (Quality of written communication). Always check spelling and punctuation when you have written your answer. Don't just lift information from the case study if you want more than 2 marks. Re-read your answer and correct any spelling errors, particularly those words that are given in the question or case study.

* (d) Health and Safety is very important to leisure and tourism organisations.

Evaluate the safety measures in place at The National White Water Rafting Centre.

(6)

They are making sure that they give a full safety instruction brief to keep everyone safe and to decrease the number of accidents. They get kitted out with a lot of equipment such as water buoyancy aid to keep them on the surface of the water, wet suits to keep them ~~wet~~ warm and waterproof jackets and boots to keep them dry and a helmet to keep their heads protected. They put a qualified guide onto the boat to keep everything running smooth. They need to keep everything safe so they will get more customers and get positive feedback. It will also keep them legal and avoid any chances of them getting sued.



ResultsPlus

Examiner Comments

This response looks at the safety measures and evaluates them taking into account the nature and dangers of the activity. The candidate also comments on the safety from the organisation's point of view, not just the customers - this is a good answer.

Question 3 (b)

Very many responses repeated the stem of the question 'it is when you go to see sights', and were not awarded marks for this. Better responses referred to famous buildings, landmarks, or beautiful scenery. However, many candidates were able to give a suitable example, the most popular being the Eiffel Tower in Paris.

(b) Describe a sightseeing holiday and give an example.

(2)

A sight seeing holiday is a holiday where you go to a specific place to sight see all of the Landmarks.



ResultsPlus
Examiner Comments

One mark was given here, as the candidate mentions the word 'landmarks'. However, no example is given for the additional mark.



ResultsPlus
Examiner Tip

It is always better to give a named example with a location if possible, e.g.

'To London to see the famous buildings' would be better as 'Going to London to visit Buckingham Palace and the London Eye'.

(b) Describe a sightseeing holiday and give an example.

(2)

A sightseeing holiday is going on holiday to look at famous landmarks. eg. if you lived abroad. coming to england to visit the London eye or buckingham palace.



ResultsPlus
Examiner Comments

A good answer which both describes the term sightseeing and also gives a suitable example.

Maximum two marks for this answer.

Question 3 (c) (i)

Journey time is a key part of section 3 of the specification, and students need to be able to calculate this using a variety of timetables, e.g. flights, trains, coaches etc...

In this instance, it was a train timetable, for an overnight train from England to Scotland. There were very many incorrect answers. Candidates seemed confused by the fact that it was in the 24 hour clock, and that it was an overnight journey. Using a calculator is not an option.



ResultsPlus

Examiner Tip

Practice calculating journey times! The best way is to work out how long up to midnight, then add, to this, the hours after midnight.

e.g. Sunday depart London 20.55 (3 hours 5 minutes to midnight-24.00),

Inverness arrive 08.35 – so add 8 hours 35 minutes to 3 hours 5 minutes and the answer is 11 hours 40 minutes.

Question 3 (c) (ii)

Please see the comments made under 3(c)(i).

Question 3 (d)

Assessing the suitability of the train for the two customer types was interpreted by many candidates as 'match each class to the customer type'. This, if done well, would be one way of assessing the suitability.

Very many candidates forgot it was an overnight service. This led them to talk about children running around, looking at the views, being bored etc.

Better answers linked the facilities of the train to the needs of each customer type. Candidates who assessed the train service from both negative and positive points of view scored more highly.

***(d) Assess the suitability of the Caledonian Sleeper train service for customers travelling between London and Scotland.**

In your answer you should consider:

- Business travellers
- Leisure travellers

(6)

The suitability of the train for business travellers is good because if they go in first class, they get a single first class cabin, this is good as most of the time a business traveller goes by themselves so they can have privacy. Also the train goes from London which is a business city so a lot of business travellers would like to use the train as it is faster than ^{a car and} ~~both~~ cheaper than plane.

In addition it also good for leisure travellers as it goes to Scotland where there are a lot of moors, mountains and fields for leisure travellers to enjoy. Also if they are going with another person they can have a twin standard class cabin and they can save money if they bring a child.



ResultsPlus
Examiner Comments

This candidate makes several good points about the train and its suitability, e.g. business people travelling alone, the journey time and cost compared to car and plane, and the origin and destinations of the service - a good response.

*(d) Assess the suitability of the Caledonian Sleeper train service for customers travelling between London and Scotland.

In your answer you should consider:

- Business travellers
- Leisure travellers

(6)

For Business travellers I think the sleeper train is good because you can go straight to bed and wake up the next day at 08:35 ready to get to your meeting/conference/trade fair after getting a decent night's sleep. Also it is more comfortable than a car, coach or plane because there is free hot or continental breakfast with first class, which is how most business travellers will choose to travel (1st Class). Also they can clean up for their important meeting with the wash basin and shaver point. This method of travel might not be quite as good for Leisure travellers as it takes a long time and is a bit expensive and will take them longer to get to their holiday. A plane or car might suit them better, however families might be tempted by the fact that Under 5's travel free. Also their children will be comfortable.



ResultsPlus Examiner Comments

This is another example of a good response which scored 5 marks. This candidate has evaluated positively for the business traveller and negatively for the leisure traveller (apart from the last sentence).



ResultsPlus Examiner Tip

Always link the facilities to the needs of the customer in the question. Remember to think of negative points as well as positive ones.

This question also tested QWC (Quality of written communication). Check spelling and punctuation when you have written your answer. Don't just lift information from the case study if you want more than 2 marks. Re-read your answer and correct any spelling errors, particularly those words that are given in the question or case study.

Question 4 (a)

A seemingly simple question; however there was incorrect matching by quite a lot of candidates. Butlins, Bognor Regis was correctly identified as a purpose-built destination by most candidates. However, there were quite a few candidates who mixed up Chester and Dartmoor.



ResultsPlus

Examiner Tip

Section 4 of the specification asks for candidates to be able to give examples of the different types of destination in the UK. Some of these are shown in Unit 3. At least five examples need to be learned. Use a process of elimination before deciding on the answers to a question like this.

Question 4 (b)

This question on the paper was poorly answered. Most candidates confused a purpose built **destination** with a built attraction. Many candidates gave very vague statements such as 'built to attract tourists', 'built to make money' or 'built for a purpose or reason' – these could apply to almost any leisure and tourism facility, e.g. a theme park, zoo, sports centre etc (none of which are a purpose built destination).

Section 4 of the specification states that candidates should be able to identify the features of the six different types of destination. Built attractions are in Section 1.

(b) Describe the features of a purpose-built destination.

(2)

A building which is a man-made and has been created to bring in money to the local area.



ResultsPlus
Examiner Comments

This is a typical incorrect response, read this answer and see if you think it describes a destination. All buildings are man-made, most are also built to bring in money - this could be describing a shop!



ResultsPlus
Examiner Tip

The question numbers on the exam paper match to the sections of the specification.

(b) Describe the features of a purpose-built destination.

(2)

In a purpose built destination all accommodation, ~~leisure~~ entertainment catering and ~~accommodation~~ are on one site. The destination was also built specifically for tourists and is often managed by one organisation.



ResultsPlus
Examiner Comments

An example of a perfect definition of a purpose-built destination - always mention accommodation - as this is one of the main features which makes it a destination.

Question 4 (c)

There were very many answers relating to pollution, congestion and increased crime in answer to this question. If candidates say pollution, they must identify which sort of pollution e.g. air, noise, litter, sewage etc...and it must be related to the local community, not the environment, as pollution is really an environmental impact.

There were also many candidates who forgot that the question was about local communities and mentioned footpath and land erosion, or other environmental issues.

Jobs were quite often mentioned, sometimes incorrectly. Although the seasonality of jobs is sometimes negative, in an area of high unemployment, it could also be seen as a positive thing. Also the concept of 'tourists taking local's jobs' is not really an impact either.

(c) Tourism will have impacts on local communities.

Identify **three** negative impacts of tourism on local communities.

(3)

- 1 Air and noise pollution
- 2 Local house prices going up as people are buying them as holiday homes.
- 3 Traffic jams so delaying local people getting to work



ResultsPlus Examiner Comments

The second and third impacts are fine for impacts on the local communities. Candidates need to be wary of giving pollution, as it is really an environmental impact, in this case noise pollution may be seen to be an impact on locals, but it would have been better to say 'noise pollution from theme parks / nightlife' to be more specific.



ResultsPlus Examiner Tip

Make sure that the impacts you identify are appropriate to communities. In this case it was an 'open' question to any community. So for example, 'tourists using all the local's water' would not really be appropriate to the UK, but would be to a developing destination such as Peru.

Question 4 (d)

The extract was given to enable candidates to pick out the two features from it. Most did this successfully. The features which characterise an ecotourism holiday and which were most often identified were: the energy and water saving devices, employment of local staff and 'environmentally friendly'. Animal conservation was also an acceptable answer, but 'walking holiday' was not credited as this is not necessarily eco-friendly.

Read the following information before answering questions 4(d) and 4(e).

Ecotourism



Ecotourism holidays are designed to be environmentally friendly. You may stay in accommodation built with local and natural materials. Many hotels are built using energy saving devices, like automatic lights and water-saving technology. The staff at your accommodation will be local people. An example of an ecotourism holiday could be a walking holiday or an animal conservation holiday with a local guide. Ecotourism tour operators will also often invest money in the local area, eg into schools or conservation projects. Most people think these holidays cost more, but this is not always the case.

(Source: www.ecotourismholidays.co.uk)

(d) Identify **two** features which characterise an ecotourism holiday.

(2)

- 1 Accommodation is built with local and natural materials
- 2 Ecotourism tour operators will often invest money in the local area



ResultsPlus
Examiner Comments

A response which correctly identifies two features of an ecotourism holiday.

Question 4 (e)

The command word here is 'explain'. So the key is to say why. A descriptive response would not gain high marks. Many candidates did identify the jobs and money benefits of ecotourism. Others tried to link this to sustainable tourism and if they did this quite well they were awarded marks. Extended answers with explanations of what having more money would mean for local people also scored higher marks.

(e) Akiko and her boyfriend Dan are keen to take an ecotourism holiday.

Explain the benefits of a holiday like this to both:

- the local people
- the local environment.

(4)

The local Environment will be conserved Because they won't need to chop down trees. Because the locals will be given a job at the lodge so they will earn a living that way. It stops poaching because the locals benefit from keeping the animals because they attract tourists who come to the lodge and spend money on goods made by the locals which helps conserve their culture. All the money from this doesn't go to a big company, it goes to the locals for schools and health care so they have a better living standard.



ResultsPlus Examiner Comments

A good answer, which makes several points about the benefits to both the environment and the local people, the candidate thought beyond the information given, and explained why these would be benefits.

Maximum four marks awarded for this response.



ResultsPlus Examiner Tip

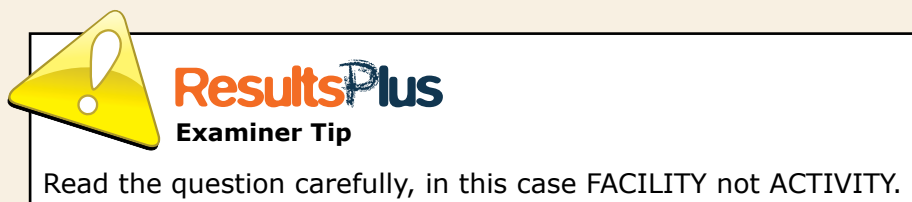
Watch the command word – 'Explain' means say why. Answers should have more detail than just lifting the information from the case study.

Paper Summary

A general comment and advice on the multiple-choice questions is to make sure to read the question carefully before choosing an answer with a cross in the selected box. A minority of candidates ticked the answer instead of crossing their choice.

Multiple-choice questions

1(a) Most candidates correctly identified Odeon Cinema as a leisure facility. However, it was obvious that others had not read the question, and chose a leisure activity e.g. reading a book instead.



2(a) Most candidates chose the correct option here. Some did see the word 'sales' and chose paying bills, or saw the words 'visitor attraction' and chose 'safety on the rides' instead.

3(a) Most candidates scored the mark here, correctly identifying 'school trip to Stratford on Avon'.

General Hints and Tips:

- Read the question carefully.
- Interpret 'New' in a question as recent, newly popular or invented in the last 10/20 years.
- Note the command word.
- Apply your answer to the customer type, case study, or situation given in the stem or the extracts provided.
- Don't write multiple answers if the question asks for ONE or 'an' example.
- Look at how many marks are available, so if there are 2, make two separate points or one point with extended detail.
- Asterisked questions also test QWC (Quality of written communication). Check spelling and punctuation when you have written your answer. Re-read your answer and correct any spelling errors, especially those words that are given in the question or case study.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

