

Examiners' Report  
June 2013

GCSE Leisure and Tourism 5LT01 01

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## Introduction

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	Marks	Command words
AO1	55%	27-28	Describe, Identify, Name, State
AO2	25%	12-13	Explain
AO3	20%	10	Assess, Analyse, Evaluate

QWC is also being assessed on questions marked with \*. In this paper these are 2(d) and 3(d).

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.

Less successful candidates would have given very brief answers, e.g. "to drive the coach" or generic answers, e.g. "to keep people safe", for example when describing the duties of a coach driver in 1(e).

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

### Multiple Choice Questions

1(a) The correct answer was B – Sport and Physical Recreation is a component of leisure. Most candidates successfully identified this.

1(b) The correct answer was C – the IT department is responsible for setting up databases. The most popular incorrect answer was "sending emails".

1(c) 'A three day school trip to London' was correctly identified by virtually all candidates.

1(d) The correct answer was D – Canterbury is a historical/cultural destination. There were some incorrect responses but the information in the case study linked its features to being primarily historical.

## Question 1 (b)

Most candidates were able to identify two types of dancing, the most popular ones being 'street dancing' and 'ballet'. Specific dances were also given marks, e.g. waltz, samba, flamenco. However, some candidates named places where you could dance such as, "at a club", "at school" or "at a class". The question stem refers to **activity** not facility, and so these were not credited.

(b) Dancing is a leisure activity.  
Identify **two** different examples of dancing. (2)

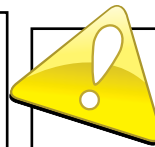
1 Ballet at the royal albert hall

2 Street dance at the leisure centre



### ResultsPlus Examiner Comments

This response scored 2 marks. The candidate gives both dance type and venue/facility, (though this is not necessary) but would get both marks for the dance types.



### ResultsPlus Examiner Tip

Read the question and the stem carefully – there is no mention of 'facility' in this one.

## Question 1 (c) (i)

By far the most popular answer to Question 1(c)(i) was Wembley, closely followed by the Olympic Stadium. Others named other major football grounds, either by name, e.g. Stamford Bridge, or by sponsor name, e.g. Etihad Stadium. Football clubs on their own would NOT be credited, e.g. Everton, Aston Villa or Newcastle United.

(c) 'Old Trafford' is the home of Manchester United Football Club. This is an example of a major sports venue.  
(i) Name **one** other example of a major sports venue. (1)

Stamford bridge is the home of Chelsea football club



### ResultsPlus Examiner Comments

In this answer, the candidate has named both the venue and the club, so could be awarded the mark.



### ResultsPlus Examiner Tip

The question says major, so do not put "school hall" or similar.

## Question 1 (c) (ii)

There was confusion about the term "sports venue". Some candidates mixed up the products/services with those of a gym or health club.

Tickets and souvenirs such as scarves, football shirts etc. were popular responses.

Food/Drink/Toilets were also given marks, but these would not really be unique to a sports venue, they would be found at almost any venue.

(ii) Identify **two** products/services offered by sports venues to customers.

(2)

1 Food and beverages e.g. hotdogs etc.

2 Souvenirs e.g. scarves etc.



### ResultsPlus Examiner Comments

This response scored 2 marks. When you see a (ii) in the question number, this means that it is linked to the first part (i). Consider this in your answer, so if you had put a football stadium such as, The Emirates (Arsenal), then try to think what products/services it would offer.



### ResultsPlus Examiner Tip

Try to give some detail in your product, e.g. "refreshments such as hotdogs and burgers" is better than just "food".

All leisure facilities will offer toilets, as these are a requirement, so try to think of a more specialised service, such as VIP or hospitality packages.

(ii) Identify **two** products/services offered by sports venues to customers.

(2)

1 Sports venues offer merchandise to ~~the~~ customers such as t-shirts and posters.

2 Sports venues have concession stands for customers which sell food and drink.



### ResultsPlus Examiner Comments

This is another good response which scored 2 marks and gives detail about the products available.

## Question 1 (d)

This question was not understood well by some candidates. It was taken by many to mean long holidays and short break holidays, e.g. two weeks in Spain or a weekend in London, which would be incorrect.

Other incorrect responses included driving time rather than flying time so "driving to Scotland which takes all day is long haul" is also incorrect.

For maximum marks, you need to distinguish between long haul flights (over 6 hours) and short haul flights (under 6 hours) and give an example of each.

(d) 'Short haul' and 'long haul' are two types of holiday.

Describe the differences between a short haul and a long haul holiday.

You should use examples in your answer.

(4)

A short haul holiday is when the journey (flight) is less than 6 hours, e.g. ~~to~~ flying from the UK to Europe or North Africa. A long haul holiday is when the time of the journey (flight) is more than 6 hours, e.g. ~~to~~ flying from the UK to Jamaica.



**ResultsPlus**  
Examiner Comments

This is a really successful answer which scored the maximum four marks.



**ResultsPlus**  
Examiner Tip

If the question says you **should** use examples, then it indicates that there will be marks for them. Try to give both the origin and destination, e.g. 'UK to Australia is long haul as it takes well over 6 hours'.

(d) 'Short haul' and 'long haul' are two types of holiday.

Describe the differences between a short haul and a long haul holiday.

You should use examples in your answer.

(4)

Short haul is a holiday 5 or less hours away for example if you took a flight to France it would only take 1-2 hours. A long haul holiday would be more than five hours away and would be say if you drove all across England up to Scotland that would be an example of long haul because it would be up to six hours away.



**ResultsPlus**

**Examiner Comments**

This example clearly shows that the candidate understands only one of the terms correctly, i.e. short haul, for which they scored two marks.

The second part of the answer could not be awarded any marks.

## Question 1 (e)

This question gave a choice of cinema staff or coach driver/courier.

More candidates chose cinema staff and were able to answer well, probably from their own experience of visiting the cinema, many scoring all three marks.

Those who chose coach driver tended to focus on, "driving the coach safely" type answers, ignoring the other possible duties of handling luggage, describing places of interest.

(e) Choose **one** of these leisure and tourism jobs. Indicate your choice by putting a cross in the box.

Cinema staff       Coach driver/courier

Describe the main duties of your chosen leisure and tourism job.

(3)

The main duties of the leisure job of a cinema staff is to sell refreshments to the customer, sell them tickets or make sure they are old enough for the film and then point them to the cinema screen. Pick up litter left behind in a cinema.



### ResultsPlus Examiner Comments

This response scored 3 marks. This answer clearly describes the duties of cinema staff in just enough detail.

Duties simply listed or bullet pointed would not be awarded maximum marks as the question command word is "describe".



### ResultsPlus Examiner Tip

If the question gives you a choice think carefully first and ask yourself, "what do I know about this?" If it is for three marks ask, "do I know three duties?"



(e) Choose **one** of these leisure and tourism jobs. Indicate your choice by putting a cross in the box.

- Cinema staff       Coach driver/courier

Describe the main duties of your chosen leisure and tourism job.

(3)

The main duties of a coach driver/courier would be to drive tourists to the right destination. The courier would ~~also~~ have to make announcements such as '5 miles until we arrive at the palms hotel'. The coach driver would also have to pick the tourists up from the airport as well.



**ResultsPlus**  
Examiner Comments

This response scored 3 marks. The answer included both driving and courier duties and would be awarded the maximum three marks.

The detail given on what types of announcements may be made and where the coach could be driven from/to is also helpful additional detail.

## Question 2 (b)

Repeating the question in the answer was a common problem here, e.g. "it is when you don't want to make money", is just a re-word of, "not for profit", so would not score any marks. Candidates who were familiar with the term would refer to other objectives such as excellent customer service, improving health or raising awareness. Answers which referred to 'like a charity' were also credited.

(b) All leisure and tourism organisations have aims and objectives.

Describe what is meant by a 'not for profit' objective.

You may use an example in your answer.

The objective of a School is "not for profit" as its objectives are to teach and help students Get the best Grade possible. <sup>(2)</sup>



**ResultsPlus**  
Examiner Comments

This response scored 1 mark and refers to a school which is not a leisure and tourism organisation. However, it was awarded one mark as the candidate has shown an understanding of a different type of 'not for profit' objective, i.e. to achieve good grades and teach/help students.

## Question 2 (c)

This question asked candidates to give examples of each of the 4Ps using the case study on Edinburgh Zoo.

Most were able to successfully do this with the first three, Product, Place and Price, but were less certain about Promotion.

Correct examples for promotion could be TV and newspaper reports, websites, panda-cams, family ticket, charity donations. However, many just repeated "pandas" or gave the projected visitor number increase.

(c) Give an example of each of the components of the marketing mix from the information on Edinburgh Zoo. (4)

Product  
The product is the pandas Tian Tian and Yang Guang

Place  
Edinburgh Zoo and online from the panda cams

Price  
£15.50 for adults, £11.00 for children (3-15 years old) family ticket £41.00

Promotion  
TV and newspaper reporters from all over the world and online footage and the website



**ResultsPlus**  
Examiner Comments

This response could be awarded all four marks. There are plenty of examples given for each P.



**ResultsPlus**  
Examiner Tip

Only one example is necessary for each P.  
Writing more than necessary could end up with you running out of time on the paper.

## Question 2 (d)

This question asked candidates to evaluate whether the pandas at the Zoo would be successful in attracting new customers and keeping up with competition.

There was a lot of emphasis on the "first pandas in the UK for 20 years", i.e. unique, which was used to address both bullet points in the question as in, "attract more customers" and "keep up with competition". More successful candidates had thought about the types of customers that might be attracted, and maybe linked this with the availability of family tickets. Negative points such as the fact that Edinburgh is in Scotland and a long way for people to travel to from some parts of the UK were not considered by most. Other zoo's unique features were also rarely mentioned.

\*d) Organisations in the leisure and tourism industry need to adapt to the rapid pace of change. One reason for this is because of increasing competition.

Evaluate how effective introducing the pandas to Edinburgh Zoo could be in:

- attracting new customers
- keeping up with increasing competition.

(6)

By introducing new pandas in to the zoo it will attract more customers because they are currently the only pandas in the UK on display this will attract more customers because no other zoo in the UK have giant pandas. Edinburgh Zoo have kept up with increasing competition by offering something only they can offer. This gives them a leg up on other zoo's.



### ResultsPlus Examiner Comments

This response scored 3 marks and is an example of a weaker response to this question. Only one point is made, and there is little evaluation.



### ResultsPlus Examiner Tip

When asked to evaluate, try to think of some negative points as well as positive ones.

Do not just repeat/lift information directly from the case study, this will only get you at most two marks. You need to say whether it is good or not and whether it will work or not for higher marks.

\*d) Organisations in the leisure and tourism industry need to adapt to the rapid pace of change. One reason for this is because of increasing competition.

Evaluate how effective introducing the pandas to Edinburgh Zoo could be in:

- attracting new customers
- keeping up with increasing competition.

(6)

They will attract new customers as the Edinburgh Zoo would have an attraction that the other zoos do not. Also, putting the article online about their new pandas would let a wider range of potential customers know about the zoo and its new attraction. It would be keeping up with increasing competition as the pandas are "the first pandas to live in the UK for almost 20 years". This would mean that many children would not have seen pandas before, so also displaying the child's cheaper price and the family ticket discount would encourage more people to visit Edinburgh zoo than anywhere else.



**ResultsPlus**  
Examiner Comments

This response scored 5 marks. The candidate has used the case study information well, and not just repeated it. Online footage, customer type (children) and prices of tickets have all been mentioned. It would have benefitted from some negative evaluation for top marks to be awarded though as all this is positive.

### Question 3 (b)

There were some very good responses to this question, most knew it was about relaxing and feeling good "on the inside/mind", and were able to give yoga/meditation/massage etc. as an example. Some candidates mixed up the term with "challenge" and identified running a marathon or similar as their example, which was not correct.

(b) One of the reasons people use leisure facilities is 'spiritual wellbeing'.

Describe what is meant by the term spiritual wellbeing.

You may use an example in your answer.

(2)

~~People use leisure facilities~~ Spiritual wellbeing is to be in a calm relaxing place where no one can disturb you at what you are doing.



**ResultsPlus**

**Examiner Comments**

No example was given in this answer so only 1 mark was awarded for relaxing and calm.

(b) One of the reasons people use leisure facilities is 'spiritual wellbeing'.

Describe what is meant by the term spiritual wellbeing.

You may use an example in your answer.

(2)

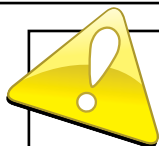
Spiritual wellbeing means keeping your mind, body and soul healthy - to keep yourself calm and relaxed. For example you are stressing out over an upcoming interview - meditating will help you stay calm and prepare you.



**ResultsPlus**

**Examiner Comments**

This response scored 2 marks. The answer puts into context the term, and also gives an example of meditating, so would score both marks.



**ResultsPlus**

**Examiner Tip**

Try to give an example even if you cannot define the term, in this case simply giving the words "like yoga" could have got you a mark.

### Question 3 (c)

This question was quite well answered with a lot of candidates scoring four marks.

To gain all four marks a candidate needed to make two explanatory points for each of their chosen tips. It was better if two different types of tip were identified as they were able to make two different points.

For example, candidates who chose EHIC card and insurance quite often duplicated their explanation, i.e. it will pay for your treatment if you are ill, and thus could only score two of the possible four marks.

(c) Choose **two** of the travel health tips.

Explain why it is important for a traveller to follow each tip when visiting countries abroad.

(4)

Tip 1 take out travel insurance → important to follow because if you injure yourself or become ill, you're covered by insurance.

Tip 2 ~~Get~~ drink plenty of water in hot climates → Reducing your risk of becoming dehydrated.



**ResultsPlus**

**Examiner Comments**

This answer scored only 2 of the possible four marks as only one point is made under each tip.



**ResultsPlus**

**Examiner Tip**

Do not make vague statements such as, "If something happens to you, then you are covered". It would be better to say, "if you had an accident and broke your leg then the insurance policy will pay for your hospital treatment". An answer like this would score two marks instead of one.

(c) Choose **two** of the travel health tips.

Explain why it is important for a traveller to follow each tip when visiting countries abroad.

(4)

Tip 1 Take out travel insurance because if anything goes wrong, you can claim the expenses. If you lose your luggage you won't be out of pocket because insurance will give you the money to buy it back. Also, if a flight gets cancelled due to weather for example, you don't have to pay again.

Tip 2 Drink plenty of water in hot climates because you could dehydrate and that would cause negative health problems such as a sun stroke or fainting which could ruin the holiday.



### ResultsPlus Examiner Comments

This answer gives a good explanation for both of the chosen tips and scored all four marks. This candidate has thought beyond the "if you are ill" for travel insurance, which is good.



### ResultsPlus Examiner Tip

Try to make as many different points as possible to match the amount of marks available. Candidates who chose "safe in the sun" or "drink plenty of water" along with "having insurance" were able to score higher marks.



### Question 3 (d)

A minority of candidates did not see the words "each hotel" in the question and only evaluated one of them. This restricted marks.

Others looked at only the facilities of the hotel. More successful candidates were able to evaluate travel options, facilities, location, and link these to the needs of their chosen visitor type.

\*(d) Choose **one** customer. Indicate your choice by putting a cross in the box.

- A business traveller from London attending a conference
- A young couple from Preston on a short break weekend

Evaluate the suitability of the travel options to **each** Glasgow hotel for your chosen customer. In your answer you may wish to consider:

- reason for travel
- convenience
- accessibility.

(6)

The Hilton hotel is about an hours flight away from London which isn't bad but the attractions around the area ~~are~~ <sup>are</sup> not what a young couple would be interested in. Premier in Glasgow is in the city centre its easy to access and there are plenty of shops and attractions for the couple to look at. The Premier inn is also located right near a train station that has taxi's outside.



**ResultsPlus**

**Examiner Comments**

This is a brief response which scored 2 marks and includes some irrelevant information and little evaluation. There are also problems with punctuation, sentence structure and capitalisation (should be Hotel not hotel and Inn not inn).



**ResultsPlus**

**Examiner Tip**

Read the question carefully, in this instance 'each hotel'. Also, choose or highlight only the parts of the case study applicable to your chosen visitor type, in this case, if you had chosen the young couple from Preston, it would be irrelevant to look at the flight time from London to Glasgow.

Spelling and grammar were assessed on this question, check through your answer when finished for spelling, especially words that have been given to you in the case study which should be correctly spelt in responses.

\*d) Choose **one** customer. Indicate your choice by putting a cross in the box.

- A business traveller from London attending a conference
- A young couple from Preston on a short break weekend

Evaluate the suitability of the travel options to **each** Glasgow hotel for your chosen customer. In your answer you may wish to consider:

- reason for travel
- convenience
- accessibility.

(6)

Hilton Hotel would be suitable for a business meeting from London because the business traveler would need a train or flight near by, this is ideal because a flight from London to Glasgow is one hour. This is really convenient, also there are 10 meeting rooms which is very convenient and accessible for business travelers to take their meetings at the Hilton Hotel. ~~They also~~ They also have WiFi and a business centre which is great for business meetings and proposals. On the other hand you would need to arrange travel from the airport to the hotel as you would not be able to get there by foot.

The Premier Inn for a business traveller is accessible and convenient on the aspects of it is close to the train station and they would be able to get to the hotel by foot, also there are taxis and buses available for them. But the hotel does not have business rooms or conference room which would not be suitable if a meeting needed to be arranged.



**ResultsPlus**

**Examiner Comments**

This response scored 6 marks. The candidate has evaluated both hotels in some detail, and linked the information in the case study to the needs of the business traveller. The answer has also considered both positive and negative aspects of the two hotels. It is well written in terms of structure.



**ResultsPlus**

**Examiner Tip**

Try to ensure that your writing is legible to the examiner.

## Question 4 (b)

This question asked candidates to identify positive IMPACTS ON Canterbury of the day visitors. Many candidates simply described all the things they could do when they visit and this was incorrect.

Impacts on Canterbury would be what these visitors would bring to the city, i.e. spending money in shops, restaurants, pubs, jobs for locals in these places, and money to invest in improving the city further being the most popular correct examples described. The opposite of negative impacts, such as less litter and less noise were also not credited (as they are probably not true).

(b) Canterbury is a popular destination for tourists who only visit for a day.

Describe the **positive** impacts of day visitors on Canterbury.

(3)

They will still have a variety to do in just a day and there are souvenir shops they can look around and places they can eat, if you wish to relax you can see the city from a boat trip along the river.



**ResultsPlus**  
Examiner Comments

This response scored 1 mark. The answer is not impacts. However, there is implied spending of money in eating/shopping so one mark could be awarded.

(b) Canterbury is a popular destination for tourists who only visit for a day.

Describe the **positive** impacts of day visitors on Canterbury.

(3)

Well <sup>tourists</sup> they will go around and spend money on visiting these famous buildings. but also they will spend money on the local produce and in local cafes and restaurants so this will help all the local businesses also it helps the place get ~~mark~~ <sup>better and more pretty</sup> for all the tourists that come.



**ResultsPlus**

**Examiner Comments**

This response scored 3 marks. It states clearly that money will be spent in various places in the city. There is also mention of local businesses benefitting and the improvements that can be made to the area.



**ResultsPlus**

**Examiner Tip**

Impacts are **effects** on places/local people/environments.

## Question 4 (c)

This question asked for what Canterbury is **already doing**, and those who realised this were able to score two marks. Others suggested what they should do, e.g. more litter bins, CCTV etc.

As these were not mentioned in the case study, they could not be credited.

(c) It is important that destinations such as Canterbury manage the possible negative impacts of tourism.

Identify **two** ways that are being used in Canterbury to manage the possible negative impacts of tourism.

(2)

1. Using the car parks outside the city, means, less cars and less pollution.
2. Guided walks and boat trips keep the city looked after and less crowded.



**ResultsPlus**  
Examiner Comments

This response scored 2 marks. The answer picks up on three measures: parking on the outskirts; guided walks and boat trips. This candidate has also explained why this would manage the possible negative impacts which is good but not strictly necessary.

### Question 4 (d)

The Lake District was by far the most popular National Park named. The New Forest and the Peak District were also common answers. However, many candidates did not know any and named parks or countryside areas in their local town, city or area, e.g. Hyde Park, Queen Elizabeth Park or Sherwood Forest.

Others named theme parks such as Alton Towers, or built attractions such as Center Parcs.

(d) Countryside areas, such as National Parks, are another type of destination frequently visited by day visitors.

Name **two** National Parks in the UK.

(2)

1 The Lakes.

2 The Peak District.



**ResultsPlus**  
Examiner Comments

The response scored 2 marks for a correct answer but the candidate should really have put the name of the Lake District in full.



**ResultsPlus**  
Examiner Tip

Unit 3 has a complete list of national parks, or look at a relevant website for more details.

## Question 4 (e)

Candidates did seem to know what was meant by the term "sustainability" and most were able to give at least one idea linked to this.

There was, however, much focus on litter control methods, which is important but not a main focus for sustainability. More successful responses looked at planning control, measures to combat footpath erosion, tree planting, using local materials/suppliers.

(e) It is essential that countryside areas remain sustainable for future generations to enjoy.

Describe how countryside areas can develop in a sustainable way.

You may use examples in your answer.

(3)

countryside areas can stay sustainable, by being environmentally friendly, reducing, reusing, recycling. Keeping the area clean and tidy.



### ResultsPlus Examiner Comments

This response scored 1 mark. It is a generic answer solely on litter control/recycling and not specific to countryside. It could apply to any destination type.



### ResultsPlus Examiner Tip

Make sure your answer is focused on the destination type in the question, in this case countryside.

(e) It is essential that countryside areas remain sustainable for future generations to enjoy.

Describe how countryside areas can develop in a sustainable way.

You may use examples in your answer.

(3)

Sustainable development means meeting the needs of the present without compromising the ability of future generations to meet their own needs. Building footpaths help do this as it will stop people eroding the land because they will walk on the paths. Putting litter bins also helps as people will be less tempted to put litter on the ground, they will put it in the bin. And hiring local people as tour guides helps the local economy and people, sustaining them and future generations.

(Total for Question 4 = 11 marks)



**ResultsPlus**

**Examiner Comments**

The candidate clearly knows what sustainable development is but the question does not ask for a definition. There are three good measures described and therefore three marks were awarded.



**ResultsPlus**

**Examiner Tip**

There is no need to repeat the question in your answer.



## **Paper Summary**

Based on their performance on this paper, candidates are offered the following advice:

- Read the question carefully and highlight key words
- Pay close attention to what the command word is asking you to do
- Describe = give some detail, not just one word
- Name = give a named example not a generic one
- Explain = say why
- Assess/Evaluate = look at both sides and positives/negatives for higher marks
- Always apply your answer to the customer type, case study, or situation given in the stem or the extracts provided
- 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
- Check spelling/grammar, especially on QWC questions
- Attempt every question – do not leave anything out.

## **Grade Boundaries**

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