

Examiners' Report
June 2014

GCSE Leisure & Tourism 5LT01 01

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Introduction

The Leisure and Tourism Industry is an overview of all parts of the two industries, and this examination tested the breadth of knowledge of the candidates rather than depth. It was 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

QWC was assessed on questions marked with *. In this paper these were 1(e) and 3(9-c). Question numbers were in line with the topic numbers in the specification for example question 1 related to topic 1.1, question 2 related to topic 1.2 and so on....

The standard of responses in this series was variable, but there were some more able candidates who were able to express themselves well. Most candidates attempted all questions.

Candidates who 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, were able to score high marks. Their application of answers to the scenario/case study in the question would also have been good.

Less able candidates would have given very brief answers or one word answers and would not have achieved high marks for answers like this in most cases.

Where questions asked for examples, these could be local, regional, national or international.

Question 3(b) asked candidates to calculate costs and journey times, as could be expected in topic 1.3 of the specification, where they are expected to be able to understand factors of cost/fares and convenience which would influence a customer's choice of travel method.

Although in the past this type of question has not been tested, it was stated on the front of the question paper that a calculator was needed for the examination this series. Also, the requirement was indicated within the 'Stationery and materials booklet' <http://www.edexcel.com/iwantto/Pages/exams-stationery.aspx> which all centres have access to and are required to read to ensure their candidates have access to the correct equipment during the exam. It should be noted, that complex maths will not be tested in this unit, e.g. percentages.

Multiple Choice Questions

Q1(a) Candidates who had read the question correctly i.e. a Leisure **facility** -were able to identify the correct answer to this- which was B Adventure Playground. Those who did not see the word facility gave the answer 'swimming', which was the most popular incorrect answer.

Q2(a) Candidates were able to identify the 'not for profit' aim of the zoo as C – to improve awareness of animal conservation.

Q3(a) The correct answer was D – VFR, and the vast majority of candidates correctly identified this.

Q4(a) B Llandudno was the correct answer, and was chosen by a large number of candidates.

Tip – Always read the question carefully, e.g. **facility** in 1(a).

Question 1 (b)

This question asked for products/services of an art gallery, which is a **facility** named in the specification. Many candidates gave generic products/services which would be found in any facility. This would not enable them to achieve maximum marks. Similarly candidates who put 'art' as a product would not be credited. More able responses would have identified guided tours, paintings/drawings/sculptures, and the range of products on sale in the gift shop, such as prints of the artwork, key-rings, etc.

(3)

An art gallery may offer merchandise related to the art there; for example the Louvre ~~the~~ sell printed copies of the Mona Lisa. There would also be toilets for the customers to use. There may be depending on the art gallery a cafe that sells coffee and cakes. The merchandise would include ^{smaller} copies of the art, notebooks, postcards, magnets etc. The art gallery may also offer discount off your next visit to the gallery.



ResultsPlus Examiner Comments

A very good response, which gave detail in the description of products and services and was appropriate for an art gallery.

Toilets could actually have been left out, and the response would still have scored maximum 3 marks.



ResultsPlus Examiner Tip

Try not to give very basic one or two word responses or lists to a question that says 'describe'. Detail or examples should be used to enhance answers. Products/services such as toilets, although correct, should be avoided as all places open to the public have to provide these by law.

(b) Describe the products/services provided by an art gallery.

(3)

An art gallery offers the services of guided tours throughout the gallery, showing what they have to offer whilst giving some background information on the work and artists. They also offer services such as days operated for people of the public ~~set~~ in which they can go there and participate in activities. The products they offer are ~~ones~~ such as food and drink in cafes, possibly small souvenirs if there is a gift shop and also paintings to buy.



ResultsPlus
Examiner Comments

Another example of a good response, applied to the facility of an art gallery.



ResultsPlus
Examiner Tip

Apply your answer to the question, in this case the candidate did not just put souvenirs, but 'paintings to buy'.

Question 1 (c)

Candidates were able to choose between inbound and outbound tourism. Those who chose outbound were able to describe this better and give a clear example. Some candidates confused outbound with 'outward bound' holidays and gave examples of activity holidays such as canoeing etc, this would achieve no marks unless they were linked to travelling overseas/abroad.

Those who chose inbound were less successful, as there was confusion between inbound and domestic. With many candidates giving both a description and examples of holidays within the UK, which was in fact incorrect.

(2)

This is when people/tourists leave their own country to go to another, either by, plane, road, rail or sea. An example would be leaving the UK to fly to Spain.



ResultsPlus
Examiner Comments

A good description and example of an outbound holiday, which gained both marks.

(2)

It is when some one comes in from a different country to another. E.g/They could live in New York but go to London for their holiday.



ResultsPlus
Examiner Comments

A good description and example of an inbound holiday, which identified both the origin and destination of the tourist in the example, which was needed for both marks.



ResultsPlus
Examiner Tip

Some candidates did not give an example. The question stated an example should be used, so there was a mark for this. Make sure to give both the origin and destination of the tourist in your example to make sure that you are awarded this mark.

Question 1 (d)

Three marks were available for this question. These could have been awarded for three separate duties or detail in one or two duties. Many candidates were not able to identify specific duties, they focused on general duties such as administrative tasks, customer service tasks or reception tasks. While these were credited, marks were limited. There was plenty of information in the case study which could have been used to help candidates identify duties within the leisure centre. More able responses had a range of duties, including inductions to the gym/machines; pool/sauna monitoring or diet advice. Lifeguard duties were often described. There was, however a tendency to give very vague answers about duties such as 'looking after customers', or 'making sure people are safe'.

She may also have to educate customers on how to use equipment properly, ensure the safety of swimmers through supervision and create fitness plans/routines for customers



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Examiner Comments

This was a straightforward answer to the question. It gave three different duties that may be undertaken and therefore gained all three marks.



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Examiner Tip

Always relate your answers to the job role and scenario given. Avoid vague statements like 'making sure customers are safe'. A better response would be 'making sure people are safe when using the exercise machines'.

Flouwicka could help people out at the centre, She could also be sent to cover for someone when they're not there.



ResultsPlus
Examiner Comments

This response used an examples of very vague duties and so only scored 1 mark.

Question 1 (e)

There were very many descriptive responses, where candidates had just matched the facilities offered by the leisure centre to different types of customers, rather than evaluating their suitability.

Similarly suggestions for improvements were sometimes overly vague, e.g. more machines, more classes, bigger pool etc.

More able responses had evaluated what was already there and linked it to different types of customer. They suggested feasible improvements linked to the gaps in provision, such as a sports hall with badminton, 5 a side football etc. - to increase teenage visitors, or children's pool parties to increase revenue for the centre. It is advisable to avoid suggestions such as disabled access as this is a requirement of the Disability Discrimination Act and has to be there. However, classes specifically for the disabled, such as wheelchair basketball would be a great suggestion. Suggestions that were not really appropriate for a leisure centre were not credited, e.g. bingo for OAPs.

(6)

Victoria leisure Centre offers a wide range of sports. The 70 exercise machines would be able to help unfit and overweight people to achieve a goal. The 6 lane swimming pool would be good for people who are training at different levels. A teaching pool would be good if you are trying to learn how to swim. The Sauna and steam rooms are good because

It would help you relax. The facilities and activities could be improved by having a sports hall, so it would attract younger clients to play football, badminton, etc.



ResultsPlus Examiner Comments

This response actually evaluated the facilities at the Leisure centre, though not in great detail, and did suggest a feasible improvement and why. It scored 5 marks. More detail on customer types or in the suggestion would have helped the candidate to gain maximum marks.

Many candidates used additional sheets for this question, but as can be seen by this answer, high marks can be scored without doing so.



ResultsPlus Examiner Tip

When asked to suggest improvements to products and services within an evaluative question, you need to say why your suggestion would be appropriate, e.g. to fill a gap in provision, to attract more diverse customer types, to make more money etc.

Question 2 (b)

The function of the Human Resources (HR) department was not well understood by candidates, though this is a part of section 1.2 of the specification for this unit. Candidates did not need to go into great detail about their roles, a brief description would have given them both marks here. Candidates who had realised that the HR department's role was related to staff rather than customers were credited with this knowledge. There were very many who thought that the role was similar to customer service.

More able candidates were able to identify the recruitment, training and/or induction roles, and relate them to the fact that it was in a zoo, e.g. 'train staff to look after the animals'.

(2)

Human Resources would help support staff and make sure they have full training and they would also be in charge of recruiting new staff.



ResultsPlus Examiner Comments

Enough detail was given here to gain both marks for training and recruiting staff.

This unit was testing breadth of knowledge rather than depth, so more detail was not necessary.



ResultsPlus Examiner Tip

Functions of each department shown in the specification need to be known, but not in great detail. Try to relate roles to the scenario in the paper, in this case a zoo.

Question 2 (c)

Most candidates were able to gain at least 2 of the 3 marks available in this question. The most common mistake was to give 'Welsh Mountain Zoo' as their answer to place rather than its location in Colwyn Bay or North Wales.

Product	Penguins
Price	Family ticket - £31.40
Place	North Wales, near Colwyn Bay



ResultsPlus Examiner Comments

This was a perfect answer, the question only asked for one example and all 3 marks scored here.



ResultsPlus Examiner Tip

Many candidates wasted time writing out all of the prices from the case study, when the question simply asked to identify **ONE** example. This may have resulted in running out of time on other questions, so this practice should be avoided.

Question 2 (d)

Candidates had a good knowledge of the different uses of technology, and were able to identify different uses for databases and computerised records. The most popular responses included records of customer numbers, contact details, animals, income, sales, and even details of the animals they have with dates of birth, feeding and medication records. However, only a few gained full marks by saying how the zoo would use these records – to calculate staffing requirements, to identify the need for more marketing at certain times of year etc.

Incorrect responses focused on internet and advertising, popups, emails, mailshots, etc. and unless this was linked to computerised records it was not credited.

The zoo could use customer records to record who comes and what they buy also they could use databases to see what tickets they sell the most of.



ResultsPlus
Examiner Comments

This response gave two uses of databases, but not how the zoo would use the information, so only 2 of the possible 3 marks were scored.

Question 2 (e)

Virtually all candidates were able to achieve at least half marks by referring to illness and injury in both animals and visitors. However, less candidates were able to go further than this and make connections with the zoo and its operation. Reference to the Health and Safety at Work Act and being sued or closed down were sometimes referred to. However, more able responses mentioned the expense of vet fees if the animals were ill with being fed incorrect food; animal attacks and injuries being in the media/social media, leading to poor reputation; the reason for the age limit restriction. Links to the fact that the zoo animals are in many cases rare and endangered were very few.

They could use computerised records or electronic databases to see how many people visit the zoo and what ages the people are and how much profit they get. By having this data they can find out who their target market is and what special offers they need to introduce to bring new customers.



ResultsPlus
Examiner Comments

This response gave two uses of databases again, but this time the candidate went on to say how they could be used, so achieved all 3 marks.



ResultsPlus
Examiner Tip

This was an 'explain' question targeting AO2. Simply listing the uses of electronic databases and computerised records would not enable candidates to achieve full marks. There must be explanation as to how they are used. Keep an eye on the command word.

(4)

The Zoo has strict health and safety rules because they would be held liable if any injuries (or death) were sustained during the activity. The Zoo could be forced to pay compensation to the victim which could be thousands of pounds. Furthermore, local and even national media could report about a poor health and safety record which could result in a dramatic drop in numbers of customers. Furthermore, it could be necessary for any animal that attacks or injures a person to be put down which could lose the Zoo business as a potential attraction has been removed.



ResultsPlus
Examiner Comments

This was an excellent response, which went much further than injury/illness of animals and customers. The candidate thought about the reputation, financial implications and law and scored all 4 marks.



ResultsPlus
Examiner Tip

Try to think about answers with relation to the organisation not just the customers to achieve high marks.

Question 3 (b) (i)

The total cost of the ferry option was £382.00, and very many candidates who had remembered to add on the cost of petrol for both ways of the journey gained the mark here.

Question 3 (b) (ii)

The total cost of the flying option was £435.00. This was not done correctly in many cases, as candidates had not added on the taxi fare to the airport both ways or had missed off the booking fee. Candidates who had identified the correct amounts from the table, but added them up wrongly were credited.

Question 3 (b) (iii)

The main mistake here was to calculate the journey time as a return journey, rather than as a one way journey as stated in the question. The correct answer here was 5 hours 20 minutes or 320 minutes.

Question 3 (b) (iv)

Candidates were more successful in calculating journey time for the flying option. There was a common mistake of forgetting to add on the 15 minutes for the taxi ride, but otherwise, many candidates added the flight, taxi and the check in time correctly as 2 hours 30 minutes.



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Examiner Tips for 3(b)(i) (ii) (iii) and (iv)

Topic 1.3 in the specification expects candidates to compare costs, journey times, convenience and link to customer's travel choices, so it is useful if candidates are able to use information given to them in examination papers, timetables and travel schedules to do this. Practising this is a good idea. Calculations are not complex but a calculator may be an advantage for some candidates.

Question 3 (c)

There was no right or wrong choice for question 3(c). What candidates were expected to do was give an explanation for their choice. Reference to the customers given in the scenario, a couple in their fifties and an eighty year old were crucial to achieving high marks on this question. The other factor, which was not referred to by many candidates was the luggage being extra on the flight option, or the fact that they were attending a wedding. There were very many answers which focused on faster by air, and the old people needing the toilet and regular stops. Others made the incorrect assumption that they would not need to put petrol in the hire car. More able responses who chose air gave a good explanation linking to the fact that it was a five day stay, so they would waste two of these travelling if ferry was chosen. Those who chose ferry were able to link the additional chance of sightseeing on the way, more flexibility with luggage and possibility to walk around.

Although Option 2 is more expensive, I believe it is the best option for John, Julie and Kevin. This is due to a number of reasons. Option 2 is not that much more expensive - only £53*. It is a far easier option as the couple and their dad are elderly and therefore it is better to go directly to the airport and to Dublin instead of having to drive and get the ferry - this will make the whole journey far less stressful and more enjoyable due to the time and effort saved. Option 2 will only take 2 hours 30 minutes whereas the other will take 5 hours 30, being elderly ^{they} should avoid an extra hassle and arrive as comfortably and quickly as possible. As they do not want to be crammed in to a car. (Total for Question 3 = 11 marks)

* excluding suitcases



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Examiner Comments

This was a typical response seen for this question. The candidate considered time and cost and the age of the customers, but not any other aspects of the scenario, such as length of stay and



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Examiner Tip

Candidates should not assume that 50 is old and that they will have limited mobility. Try to relate

Question 4 (b)

Candidates were asked to identify two features of business travel destinations. This was not answered particularly well. Some named other business travel destinations, and others just described the features of a city - lots of tall buildings etc. Features of types of destinations are from Topic 1.4 of the specification. Candidates who gave specific features relevant to business travel destinations, such as a range of good hotels, good transport links/ accessibility were able to score both marks. Features of hotels should really be avoided, though Wi-Fi access was credited, as this is not confined to hotels with 3G phones it is needed everywhere.

1 include Conference / meeting venues

2 Have good transport links such as nearby train stations, airports, motorways



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Examiner Comments

This response showed knowledge of the needs of a business traveller that would be provided in a destination. There was no need to go into more detail than this for both marks, as the command word was identify, but enough should be given to show the examiner that you understand the needs of business.



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Examiner Tip

Try not to put features that could apply to any destination, e.g. hotel. Give as much detail as possible, e.g. 'good accessibility by rail and motorway' is better than just accessibility.

Question 4 (c)

A large number of candidates did not score the two marks here, as they missed the word **destination** in the question, and instead gave two examples of historical and cultural attractions. This question is linked to topic 1.4 of the specification, and visitor attractions are actually covered in Topic 1.1. Hull was given as an answer by many candidates (probably from the Hull area) as it had recently been nominated Capital of Culture for 2017, so this was credited, as would any other destinations which had held this title.

Question 4 (d)

There were very many candidates who simply copied out parts of the given information and matched these to the relevant parts of the definition. This would not really be considered as assessment. More able responses showed how the resort met the aspects of ecotourism, for example, simply saying 'giving locals jobs as guides' needed to be expanded to say 'to give them money for their families'. Candidates who linked the use of renewable energy/solar power to the appearance of the island, e.g. no pylons, cables, and the fact that thatched accommodation would blend in with the scenery were able to score higher marks. However, most of the assessment was positive, although a few candidates picked up on ingredients having to be imported for the international cuisine, or the snorkelling and kayaking disturbing marine creatures.

1 Hastings (Battle of Hastings)

2 London (Trinajger Square or Tower of London)



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Examiner Comments

Two good examples were given in this response. Although it was not necessary to say why the chosen destinations were historical and cultural the answer does give a reason, and was correct.



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Examiner Tip

Read the question carefully – a visitor attraction is **not** a destination.

1 One example would be York because of the ancient ruins and old buildings.

2 Another example would be Hull because it is the city of culture in 2017.



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Examiner Comments

A good pair of examples was given in this response. It was not, however necessary to distinguish between historical and cultural, though many did try to do this. Two historical destinations would have also been credited.

Matava Resort in Fiji meets the two aspects of ecotourism by sorting and recycling and encouraging people to buy local crafts to help the local people. Matava Resort is helping conserve the environment by sorting and recycling waste stopping people littering and they also do not have roads to stop the noise and they also use solar power for lighting and hot water. Ecotourism at Matava resort is helping improve the well being of local people by encouraging guests to buy local crafts and encouraging villagers to work for the resort and become guides and take part in cultural performances.

**ResultsPlus****Examiner Comments**

This was an example of a candidate who simply copied out from the case study and matched the information to the aspects of the definition. There was no assessment of how effective this is at all.

Matava Resort uses many aspects to express and demonstrate their resort to maintain the environment however meet the needs of people. They do this by providing accommodation in jungles and lagoons rather than providing buildings that exploit non-renewable resources. Another factor that conserves the environment is the use of solar panels to provide a consistent supply of hot water and lighting in an efficient manner as solar panels use the sheer energy of sunlight.

The resort also provides employment for local villagers and people are employed on the resort to carry out fundamental tasks. This is a stable job that provides a persistent income improving the quality of life for local people. By encouraging sales of local crafts will also enhance the economic value of the local people, which will provide opportunities for local people to improve their well-being in many aspects which can include health, activities done in spare time and food that is consumed.



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Examiner Comments

This response did attempt to say how the resort was effective in meeting the aspects of the definition, e.g. the accommodation, the income for locals etc. However assessment, to gain maximum marks also needed to include some negative points, such as carbon footprint to get to Fiji and importing international foodstuffs, which this response missed out. Also the well-being sentence at the end is not fully clear. 4/5 marks was given for responses like this.



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Examiner Tip

Do not copy out large amounts of the given material – you will not be awarded marks for this. Candidates need to say why/how it is effective in this instance in meeting the aspects of ecotourism.

Paper Summary

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

- Read the question carefully, highlight key words.
- Watch the command word:
 - Name = give a named example not a generic one
 - Explain = say why?
 - Describe = give some detail, not just one word
 - Assess/Evaluate = look at both sides and positives/negatives for higher marks.
- Always apply the 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.
- Check spelling/grammar, especially on QWC questions.
- Attempt every question – do not leave anything out.

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>

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