

Examiners' Report  
June 2015

GCSE Leisure & Tourism 5LT01 01

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## **Introduction**

The Leisure and Tourism Industry is an overview of all aspects of the two fields, and this examination is testing the breadth of knowledge of the candidates rather than depth. The standard of responses in this series was variable, but there were some successful 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.

Other candidates gave very brief answers or one word answers and did not achieve all marks available. Sometimes the candidate writing was very difficult to read and they should be reminded about the presentation of their work.

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

## **Question 1 (b)**

This question which asked candidates to link examples to the correct sector was very well answered, with the vast majority being correct.

## **Question 1 (c)**

1(c)(i) Candidates were asked to choose either transportation or travel agents and then give an example of an organisation within the sector, then an example of a product/service that they offer. A minority of candidates chose their sector, and then proceeded to give an example of an organisation in the other sector. The most common correct examples given were Thomas Cook as a travel agent and EasyJet as an airline. A selection of other transport companies was also given, some of which were not as clear as they could be, for example Arriva (who run both trains and buses) and some localised taxi and coach companies. As long as these were correct they were credited.

1(c)(ii) There were some extremely vague products and services given, but most candidates who said Thomas Cook were able to gain the additional mark with package holidays as a product. Transport was a little more problematic, and there were several who just put 'transport to places', or even 'toilets on board' which were not credited.

Tip: To ensure that marks can be awarded, it is important to be clear. For example if Arriva Trains was correctly given as the example, then simply putting 'trains' as the product would not be enough. Try to give a little detail, e.g. 'train tickets' is much better.

## Question 1 (d)

This question asked candidates to describe **one** role of a lifeguard at a pool. Numerous candidates only scored one of the possible three marks here by listing three different roles. Some also listed the skills needed to be a lifeguard, or provided very basic 'keeping people safe' type of answers. Others forgot it was at a pool and gave beach related answers.

A better response would have chosen the monitoring/watching role of a lifeguard and then linked this well to saving drowning people and giving them first aid – which are in fact three separate duties but linked into one.

(d) Describe **one** of the main duties of a lifeguard at a swimming pool.

(3)

One of the main duties of a lifeguard is watch the people in the swimming pool, in case anyone starts drowning ~~to~~ the lifeguard has to be able to rescue them and provide first aid.



**ResultsPlus**  
Examiner Comments

An example of a good response which scored all 3 marks.



**ResultsPlus**  
Examiner Tip

Watch out for emboldening in the question, in this case the word **one**.

(d) Describe **one** of the main duties of a lifeguard at a swimming pool.

(3)

One of the main duties of a lifeguard is to ensure that all of the customers are safe and the lifeguard has to overview the pool to ensure that the customers are not in danger. If someone is for example, drowning, the lifeguard would then have to save the customer and may have to perform first aid.



**ResultsPlus**  
Examiner Comments

Another example of an answer that was awarded all 3 marks.

## Question 1 (e)

Candidates engaged well with this question as they are experts on this topic. However, many focused solely on the speed and instant nature of the communication with their peers. More successful candidates looked at the improvements in technology, increased accessibility to the internet and range of technology. The contrast with other forms of socialising was sometimes made, including the dangers or cost of 'going out to socialise or play'.

### Socialising electronically

Research shows that 12 to 15 year olds spend as much time on the internet as they do watching TV, about 17 hours a week. They may be playing games or using social media. However, it is not just the internet that has grown in popularity; instant messaging is also at a record high. Teenagers send on average 193 messages each week.

(e) Explain why socialising electronically has become a popular leisure activity in recent years.

(4)

Socialising electronically has become a popular leisure activity in recent years because technology has become more advanced which allow people to socialise with each other very quickly. Another reason it is very popular is because they are very easy to use. This allows lots of people to purchase them as it is easy accessible. Socialising electronically has become very popular because lots of people have access to the internet. This allows them to create social accounts on social media sites & so they can communicate with their friends and families. Lastly it has also become a leisure activity in recent years because it allows people to communicate over long distances. For example if a ~~person~~ child is living in the UK and the grandparents live in Spain. They can use a social media site to communicate with each other.



### ResultsPlus Examiner Comments

This was a good response, which did not simply say quicker/easier way to communicate. Detail was given, e.g. advances in technology, more people with internet access, social media availability, and the addition of an example of keeping in touch with family abroad. A response like this scored all 4 marks.



### ResultsPlus Examiner Tip

Do not repeat the information given in stem or case study without further detail, especially when the command words are 'Explain why'.

## Question 2 (b)

Candidates were asked to explain how new technology was used at a leisure centre to ensure safety. Some forgot that the technology had to be used for safety, others that it was at a leisure centre. This limited their marks to a maximum of two. More successful responses did explain how it should be used in some detail, rather than just 'CCTV keeps people safe'. Old technology such as fire alarms were also mentioned on many occasions, as were 'computers' in general rather than the better 'password-protected databases which contain personal details of customers and staff' which prevent identity theft'.

(b) Explain how leisure centres use new technology to ensure the safety of their employees and customers.

(4)

They can use databases that stores names, Address, postcode, Email and phone number that is not as easy to lose or for someone to get hold of who doesn't work in their leisure centres. They can set up CCTV near lockers and near the tills and other variables in case of a robbery/theft they will be able to see any suspicious behaviour. They can also promote themselves on things like Facebook creating more potential customers of all ages.



**ResultsPlus**

**Examiner Comments**

This response was awarded 3 of the 4 marks. It was not fully applied to the leisure centre situation, as the database part was a little weak.

The last sentence was not related to safety or a leisure centre.



**ResultsPlus**

**Examiner Tip**

Apply your answer to the scenario in the question in this case safety in a Leisure centre. Also take note of the command words 'Explain how'.

## Question 2 (c) (1)

2(c)(i)-(iii) Virtually all candidates were able to match the four statements to the correct P.

## Question 2 (d)

This question related to the effectiveness of Legoland Windsor in attracting new customers and existing customers by opening a new hotel and the water park. Most candidates considered both parts of the question, but quite often considered customers in general rather than specific types of customer. There were also quite a few candidates who evaluated the information given as a piece of promotional material rather than the two new parts of the attraction. Many also suggested what they **should** do to attract new customers and retain existing customers rather than evaluate the effectiveness of the hotel and the water parks.

More successful candidates were able to consider both the advantages and the disadvantages of the new attractions, and referred to different customer types.

\* (d) Evaluate how effective Duplo Valley Splash and Play and Legoland Hotel could be in helping Legoland Windsor to:

- keep existing customers
- attract new customers.

(6)

Keep existing customers:

- Gives existing customers more reasons to visit because of the new Duplo Valley Splash and Play.
- Existing customers now have the convenience of being able to stay in the exciting new hotels.
- ~~The hotel is~~ Legoland Windsor now seems to be going for a more childish approach which can deter elders away.
- Hotel is also going to the target market of business customers who are not very likely to visit a mainly childrens attraction for business purposes. they could've improved it to meet needs of existing people who are likely to go, this pushes existing customers away.



### Attract new customers:

- Children are likely to pester parents to take them so they will gain/attract more customers.
- ~~But~~ Appeals to businessmen as there are facilities for them.
- Duplo Valley Splash and Play is aimed at children so older not likely to be attracted by this.
- Business customers have other locations for their needs so why would they come to a theme park to do business, it does not seem very professional.



**ResultsPlus**

**Examiner Comments**

This was a Level 3 response to this question. It has considered both the new attractions and positive and negative comments were made. Different customer types were also included.

The only improvement on this response would have been to add a summary/conclusion at the end of the statement. Bullet points are OK as long as they are in sentence form.



**ResultsPlus**

**Examiner Tip**

When customers are referred to in a question, it is a good idea to try to identify different types of customer rather than answer the question about 'customers' in general.

### **Question 3 (a)**

The advantages to travelling on holiday by car for a family with a baby was the focus of this question. Candidates were asked to identify two advantages. Many forgot that it was a family with a six month old baby and identified advantages that would apply to any traveller, such as 'unlimited luggage' 'can stop off on the way' or even maybe incorrect statements such as 'it is quicker'. To achieve marks here the identified advantage must be clearly linked with the family and its needs. So for example, 'so that they can stop off on the way to change a nappy' or 'baby won't disturb other passengers by crying as they would on a plane'.

Tip: Remember the customer type in the question, in this case family with 6 month old baby. Answers which could apply to any customer type would not gain marks.

### Question 3 (b)

There were many candidates who were fully aware of which types of customers would choose each of the three classes, mainly focusing on the price of the flight, linked to income, or their purpose of travel. Particularly well known were the needs of a business traveller. To achieve higher marks, however, they needed to say what the facilities were in each class and link this to not only the customer types, but also the benefits to the airline for maximum marks.

- (b) Some airlines offer different classes of travel on their flights, for example Economy Class, Business Class and First Class.

Explain why airlines offer a range of different classes of travel to their customers.

(4)

so they can attract a variety of different customers rather than just appealing to one group of people and so if people are going on a flight for different reasons, their needs would be catered to because business customers might want to be able to go on their laptop so they could do that in business class and a family of 5 might be going on holiday so they would want cheaper tickets so they would travel in economy. Also if someone was travelling for their honeymoon they might want to be seated in first class where they could have a better experience and be served luxuries such as champagne and chocolate. The airlines want to appeal to as many people as possible so they can make more money and so people that are able to spend different amounts can have a class suited to them.



#### ResultsPlus Examiner Comments

This candidate considered different customers, their needs and budgets. They also related their answer to the airline 'to make more money'

This response was awarded all 4 marks.



#### ResultsPlus Examiner Tip

Don't just match products/services to customer type – read the question again and see that it is asking why **airlines** offer a range of classes to achieve full marks.

### Question 3 (c)

Although candidates were not asked specifically to do calculations, they were asked to consider the factors that might influence her decision as to the suitability of the best health club for her. These would almost certainly be cost, fitness, accessibility, convenience etc. So candidates who had correctly calculated the total cost including transport to the second club scored more highly. Many candidates missed out the 'each way' cost quoted in the stem and incorrectly calculated the total cost as a result.

There were some more successful responses that did consider the size of the clubs, sociability factors and made a substantiated recommendation.

Sheree lives in London and has decided to join a health club as she is keen to improve her fitness. She intends to go twice a week after she finishes work at 7 o'clock in the evening.

She has two health clubs to choose from:

1. The health club in a local hotel costs £60 per month and she can walk there from her flat.
2. A larger health club situated three miles from her flat, which costs £30 per month. However, Sheree will have to travel there by public transport at a cost of £2 each way.

\*(c) Assess the suitability of both of these options for Sheree.

(6)

By using the health club in <sup>the</sup> local hotel, Sheree could walk there from her flat every night, so she does not have the hassle of getting public transport. However when she walks it would be passed 19.00, which means in the dark Sheree may feel unsafe to be walking on her own in the dark. On the other hand, by using the ~~other~~ larger health club Sheree doesn't have to walk in the dark on her own, she can just get public transport there. By using the hotel health club it will cost her £60 a month, however by using the larger health club, Sheree will be paying around the average of £62 a month. Making the local health club cheaper for her. However by paying an extra £2 she can go to a much larger fitness centre with more there to help

keep her fitter. There will be more staff to ensure she is using the equipment correctly and that she is safe in what she is doing, and will give general advice.



**ResultsPlus**  
Examiner Comments

This response considered both health clubs and a variety of factors. However, it would have benefitted from a substantiated conclusion - i.e. which one should she choose?



**ResultsPlus**  
Examiner Tip

Having read the case study, you do not need to repeat chunks of it in your answer. 'Assess' means look at the advantages and disadvantages, so make sure to consider both. Add a conclusion/recommendation at the end of your answer.

## Question 4 (b)

Candidates were asked to name examples of two different types of destination – business travel and seaside resort. London was the most popular business travel destination, and Blackpool and Brighton were the most popular seaside resorts. However a minority of candidates gave examples of facilities for business travel, e.g. NEC or major hotel chains; similarly for seaside resorts, some candidates gave examples of counties such as Devon or Cornwall instead of destinations, thus missing out on the mark.

(b) There are many different types of tourist destination in the UK.

For each of the following types, name **one** UK example:

(i) business travel destination

(1)

London.

(ii) seaside resort

(1)

Whitby



**ResultsPlus**  
Examiner Comments

A perfect response, with a good example for each chosen, so both marks were awarded.



**ResultsPlus**  
Examiner Tip

Remember that a destination is a **place** NOT an attraction or a facility.

## Question 4 (c) (1)

4(c)(i)-(iii) Most candidates were able to correctly match the impacts as either positive or negative. The one most commonly incorrect was footpath erosion, which was given by some as positive.

## Question 4 (d)

There were a range of answers to this question. Less successful candidates misinterpreted the question and wrote about what they should do to attract more customers in the future, i.e. sustain their customers, rather than link their answers to the correct definition of sustainability. Others focused solely on litter control, which limited their marks. The candidates who had identified involving local area and community, using local building material, local produce and creating jobs for local people were able to score more highly. Some answers focused on destinations rather than developments. However, as long as these were linked to sustainability, they were credited.

(d) Explain how tourist destinations can ensure that new tourism developments can be sustainable.

(4)

Tourist destinations can ensure that new tourism developments are sustainable by ~~er~~ including solar panels at hotel resorts, this would mean less electricity is needed. Tourist destinations can also put recycling in place so that there is little waste going to landfill, resources can be reused. Tourist destinations can also build nature reserves near their attraction, ~~so~~ therefore ~~a~~ ~~with~~ wildlife can still live in their natural habitat, animals won't die out. Tourist destinations ~~can~~ can also buy food from local producers which would mean there is a smaller carbon footprint and less pollution from delivering food from far away.



### ResultsPlus Examiner Comments

This response, though it referred to destinations rather than developments, had a whole range of ideas that were well linked to the concept of sustainability.

It was awarded all 4 marks.



### ResultsPlus Examiner Tip

Learn the definition of sustainability.

(d) Explain how tourist destinations can ensure that new tourism developments can be sustainable.

(4)

Tourist destinations can ensure that new tourism developments are sustainable by having strict planning controls. They can have certain criteria or principles before a tourist destination is built. For example, the buildings could be made to use less space to avoid overcrowding or visual pollution and also congestion. These tourist developments can be projects like the Cornwall Development projects to ensure that sustainability is carried out. They can be made to use natural recycled materials and these could be bought by local suppliers so that it will be a source of income for them. To preserve energy, water, electricity, new development tourism developments could use solar-powered solar power, a water management policies and minimise wastages by a waste management control.



**ResultsPlus**

**Examiner Comments**

This response focused on developments rather than destinations and was a different way to answer this question.

Much detail is given, and even an example, so this would also be awarded all 4 marks.



## **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 words
- 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 the answer to the customer type, case study, or a situation given in a stem or the extracts provided
- know the difference between 'destinations' 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:

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