

Examiners' Report
June 2016

GCSE Leisure & Tourism 5LT01 01

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Introduction

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

It is a one hour paper, and has 50 marks available, allocated as follows:

• Assessment Objective	AO1	AO2	AO3
• Percentage	55%	25%	20%
• Marks	27–28	12–13	10
• Command words	Describe, Identify, Name, State	Explain	Assess, Analyse

The candidates' quality of written communication (QWC) is also being assessed on questions marked with an asterisk (*). In this paper these are Question 1(d) and Question 2(c).

Question numbers match 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 examination series was variable, but there were some excellent answers from candidates who were able to express themselves well. Most candidates attempted all the questions.

Candidates who were able to identify the command word in the question and then answer it 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.

There were other candidates who gave very brief or one word answers and who did not achieve high marks as a result. Sometimes the candidates' handwriting was very difficult to read and, on occasion, there were candidates who used additional sheets of paper unnecessarily. Candidates should be encouraged to try and fit their answers to within the answer booklet.

Multiple-choice questions

Question 2(a) 'Sales and marketing' was the correct answer – those who did not choose this usually put 'administration'.

Question 4(a) An example of a seaside resort was what candidates needed to identify here, and most correctly chose 'Brighton'.

Please remind candidates that they should only choose ONE answer.

Question 1 (a)

This question asked for a definition of a short break holiday. Whilst it was not necessary to include an example to be awarded the mark, quite a lot of candidates did do this. The key point here was not to repeat the question stem, for example 'it is when you go away for a short time' could not achieve any marks. A minority of candidates confused short break with short haul. The correct answers were 1–6 nights, less than a week, a few days or a weekend.

Answer ALL questions. Write your answers in the spaces provided.

1 (a) Define the term short break.

(1)

It a type of holiday when you stay from 1 to 3 nights away from home. For example going to Paris!



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Examiner Comments

This is a perfect description of a short break holiday which scored 1 mark. The example is not actually necessary to achieve the mark.



ResultsPlus
Examiner Tip

Read the question carefully, as some candidates confused short break with short haul here.

Question 1 (b)

The most popular job role chosen was Park Ranger. Many candidates who chose this were able to give three different duties. Some candidates, however, had seen the word 'park' and described the duties of a parking attendant – such as giving fines and tickets. Those candidates who chose Tourism call centre staff were not as familiar with their duties, and some confused the role with travel agent and resort representative. Very often the only point which could be credited was 'giving information about holidays'.

Choose **one** of the following jobs by marking a in the box.

- Tourism call centre staff
- Park rangers

(b) Identify **three** duties that are part of your chosen job.

(3)

1. Make sure the animals are protected.
2. Make sure ~~the~~ that no one is in the park when it is closing.
3. They educate people on school trips.



ResultsPlus Examiner Comments

This response gives three different duties, so could be awarded all 3 marks.



ResultsPlus Examiner Tip

Candidates should try to give specific duties rather than vague duties, for example 'ensure people are safe' and 'give people information' could apply to virtually any job role.

Question 1 (c)

Most candidates were able to match the correct key component to the Dick and Dom show (Arts and Entertainment) and the Volleyball coaching (Sport and Physical Recreation).

Fewer candidates were able to match the Circus skills workshop with the component of play and activity-based leisure.

Key components did not need to be named in full, partial component answers were accepted.

Question 1 (d)

This 6-mark 'Assess' question, on the products and services offered for customers at Butlin's Minehead, proved difficult for many candidates.

There were frequent generalisations and lack of actual assessment – for example 'the products are good for all types of customer'. Information given in the case study was also often repeated. Such responses achieved only Level 1 marks.

To gain higher marks, the candidates needed to identify different types of customer, by age, family size, disposable income, different ages of children, groups etc. and make some assessment of how the facilities at Butlin's were good/not good for them, rather than just matching the facilities to the customer. There was very little negative assessment shown in answers. Again, many answers were very generalised, such as 'there is nothing there for old people'.

Level 3 answers were not common as many candidates did not assess the suitability of the products/services in a negative way.

* (d) Assess the suitability of the products and services offered to customers by Butlin's Minehead.

(6)

Butlins minehead offer a wide range of products to different customers and customer groups. For example, all of their rooms are able to fit in a family. This is good for families as they don't have to pay loads for extra rooms. Another good thing is for an extra £15 they can guarantee you a ground floor apartment. This is good for older people who may not want to go up lifts and stairs. Butlins minehead also offer a wide range of play activities for younger children. This is suitable for parents as it means they can relax while their children are there. For example, they could go to one of the wide range of cafes and bars that are available. A disadvantage is they don't mention disabled access. They also don't hold any disabled sports activities. This could be improved by having wheelchair basketball and creating more ways for disabled people to have fun.



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Examiner Comments

This response assesses the products for different visitor types and has negative assessment included with suggestions for disabled people.

It does not just list the details of what Butlin's offers from the case study.

A Level 3 mark of 5 was awarded for this response.



ResultsPlus
Examiner Tip

Don't forget to include negative assessment – rather than just stating what is not there.

Question 2 (b)

There were several different answers that could be given to this question, all linked to the restoration and preservation of the castle, and about half of the candidates recognised this.

Candidates who had seen the words 'not for profit' often gave an answer of 'online discounted tickets' as they presumably thought this meant that the Castle did not make as much profit.

Others incorrectly gave playground as an answer – as this was something they did not make money from.

Question 2 (c)

In this examination, the 4Ps were tested as the marketing mix concept was applied to Warwick Castle.

Candidates were definitely familiar with the 4Ps and were able to successfully match and describe the products, price, place and promotion of the Castle.

However, this is where a large majority of candidates stopped and were subsequently left with marks in Level 1. The word 'mix' was ignored by many candidates.

How the 4Ps are used and how they work together to benefit the Castle was what was needed to be awarded higher marks. A minority of candidates focused on marketing only, without reference to the 4Ps at all.

* (c) Explain how Warwick Castle uses the 'marketing mix'.

(8)

The marketing mix is made up of the 4 p's. These all have to work in balance and together to create a successful product. The 4 p's are ; product, place, price and promotion.

Warwick Castle's product is a brilliant day out, they have historical demonstrations, childrens play area and places to eat and shop. They have various prices for different types of customer. They assessed how much they thought people would pay for their product. This shows how they have used the marketing mix.

They also have promotional offers depending on where you purchase the ticket. This shows how they have linked product, place, price and promotion together. A balanced marketing mix. If you buy a ticket online rather than at the gate you receive a discount. This would encourage people to purchase tickets online, this would reduce ~~was~~ queuing at the gates. So, more time will be spent in the castle and evidently more money will be made to restore the castle.



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Examiner Comments

This response clearly identifies the 4Ps and explains how they work together which meant that a Level 3 mark could be awarded. The final sentence, linking the profit to even more restoration, is a good way of concluding this answer. The QWC is also excellent and the response is well written and structured.



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Examiner Tip

Re-writing the case study information in the answer is not a good way to gain marks.
Explanation of how and why this information is used is what was needed here.

Question 2 (d)

Reading the question was again an issue here – this question was supposed to focus on new customers.

Better answers referred to customers, such as 'those living further away can now visit as they can stay the night'.

Others were able to contrast the glamping experience with normal camping, and the customer types that may be attracted because of the luxury and extra facilities offered.

All leisure and tourism organisations need to adapt to the rapid pace of change.
A new type of accommodation in the UK is 'glamping'.

(d) Explain how effective the introduction of this glamping experience could be in attracting new customers to Warwick Castle.

(4)

The introduction of glamping could be very effective as 'glamping' is a new type of accommodation so people are going to be excited to try it. In addition, they are full equipped with many of the functions of an ordinary house such as free WiFi which would interest a lot of teenagers. However, due to the price, many customers would be put off and may settle for a cheaper alternative. Also, adding all this 'luxury' takes away from the idea of camping traditionally and many new customers may be put off.

(Total for Question 2 = 14 marks)



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Examiner Comments

This was awarded all 4 marks. The candidate has identified the new/uniqueness of the glamping, identified customer type and contrasted it to normal camping. It also has a negative explanation about the high price.

All leisure and tourism organisations need to adapt to the rapid pace of change.
A new type of accommodation in the UK is 'glamping'.

(d) Explain how effective the introduction of this glamping experience could be in attracting new customers to Warwick Castle.

(4)

The Introduction of a glamping experience could be effective because it includes over night stays so people would come from further away. They are modern with aspects like free WiFi which is attractive to many children today. You would receive offers such as a two-day Priority entrance ticket to the castle. Customers would be attracted by value for money. Extras like breakfast and entertainment are all inclusive. People who like camping would still be attracted as well as people who

(Total for Question 2 = 14 marks)

don't because they are "luxury" and have facilities like heated showers which normal tents do not. However at an off-peak price they are £200 per night so it is quite expensive. It would also attract people because it is similar to a short-break and everything is on site with a medieval feel and fully set up so no hassle. They cater for children so would attract families.



ResultsPlus Examiner Comments

This candidate has also produced a detailed answer and linked it to named customer types and their needs. This response was awarded 3 marks.



ResultsPlus Examiner Tip

A question that asks for explanation will not be awarded many marks if the candidate simply repeats the information given.

When asked to refer to customers, then actual types of customer need to be named, for example families, teenagers etc.

Question 3 (a)

Most candidates were able to give a valid reason for using leisure facilities, but a minority repeated those given in the question, i.e. health and relaxation, for which they could not be awarded any marks.

Simplistic answers such as 'for fun' or 'to enjoy themselves' are not acceptable reasons from the specification, so were not awarded any marks.

Question 3 (b)

This was a well-answered question with the most popular responses being VFR or Business.

Question 3 (c) (i) and (c) (ii)

Candidates were expected to use the stimulus material and link it to the factors in the specification and explain why the two different types of customer would choose a cruise holiday. Some candidates simply chose a cruise and matched it to the customers. Others just lifted information from the stimulus and matched it to the customers. More able candidates managed to identify (or even imply) some of the factors from the specification, which are: cost/fares; convenience (facilities); availability; frequency; accessibility; special offers/discounts; suitable timetables and destination routes. Of these factors the most commonly identified were 'destination routes' and 'facilities on board' for the silver wedding couple, and 'discounts/special offers' and 'facilities on board' for the family.

However, most candidates forgot that they were meant to explain why these factors were important in influencing their choice – linking the explanation to the customers and the occasion. For example, some recommended the £399 cruise in November for the family when the question clearly said summer holidays, which was incorrect. Many also incorrectly assumed that the couple in their 50s would be retired, disabled, ill and unable to walk or do activities of any sort.

(ii) Explain which factors could influence the choice of a cruise holiday for a family with two teenage children during the summer.

(4)

A family with two teenagers would get discounts of 50% off the total cost if they share giving them a huge saving. On board they are rock climbing walls, Surf Simulators and teenage play areas to keep them entertained. This will allow their parents some quality ~~time~~ ^{time} and the teenagers can feel independent. With the generous discount this could mean they can afford an upgrade to a cabin with a balcony.



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Examiner Comments

This candidate has linked the discount and the facilities on board to the customer type in the question, in this case a family with two teenagers.

The explanation of why this would be a good choice for them is also present and relevant to the customer type.

The answer was awarded all 4 marks.



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Examiner Tip

Refer explanations to the needs and characteristics of the customer type in the question.

Do not assume and make up fictitious characteristics for the customer.

Question 3 (d)

This question refers to the importance of health and safety to cruise ship companies (not the passengers themselves) so comments such as 'lifejackets are important so you don't drown' were discounted. However, some candidates gave responses about companies being sued; ruined reputations, loss of business etc., and were able to apply these to this question. Responses which focused on the impact on other passengers, for example 'if you have a contagious disease it would spread quickly to others', were also acceptable.

Read the following information to answer Question 3(d).

Health and Safety on cruise ships

Safety Drill On Board Ship

All of our ships comply with the international convention for the Safety of Life at Sea (SOLAS). Life jackets are provided for all passengers, and it is a legal requirement that all passengers attend the compulsory safety briefing and lifeboat drill.

Medical Problems

If you have a contagious disease you should not board the ship.

Smoking at Sea

All public rooms and cabins are non-smoking. You can only smoke in designated areas of the open deck or on cabin balconies.

Cabin Safety

Kettles and irons are not permitted in cabins.

(Source: adapted from <http://www.thomson.co.uk/cruise/life-onboard/got-a-question.html>)

(d) Using the information on safety on cruises, explain why health and safety is important for cruise ship companies.

(4)

No smoking in the rooms & cabins because other customers don't like it & could report a bad comment about the cruise. If any contagious disease, do not board the ship so any other customers catch the disease. Provide all passengers with life jackets & attend the compulsory safety briefing & lifeboat drill so they know what actions are going to take place if any accidents are taken out.



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Examiner Comments

This response only scored 2 of the possible 4 marks.

The only two valid points are 'customers could report a bad comment' and 'other customers could catch the disease'. This is a basic explanation only.

(d) Using the information on safety on cruises, explain why health and safety is important for cruise ship companies.

(4)

It is important because if there was to be an accident that company would lose popularity and would lose money. They would also have to pay compensation to all the passengers involved that claimed it. They provide life jackets are supplied just in case of an accident. Customers have to attend safety briefings to know the rules to avoid accidents, because the company is responsible for them, and to know what to do in case of an accident. People with diseases should not be on the ship to prevent from anyone getting infected.

(Total for Question 3 = 14 marks)



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Examiner Comments

This response, in contrast to the previous one, focuses more on the cruise ship company as they should have done. Points such as 'lost popularity' and 'pay compensation' are relevant to the company not the passengers. This candidate has read the question and understands the importance of health and safety. Full marks were awarded for this response.



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Examiner Tip

Read the question and answer appropriately – answers which focused on customers, such as 'you could burn yourself on an iron' were not answering this question.

Question 4 (b)

Very many candidates had no idea about what the features of a historical and cultural destination are. Many thought they were two different types of destination, so tried to give one historical feature and one cultural feature. There was much repetition of the question in the responses, e.g. 'A historical destination has historical features' and 'a cultural destination has lots of culture'. Simply identifying castles, cathedrals, art galleries, or museums would have been enough to gain both marks.

Examples of historical and cultural destinations such as Bath or York were not accepted as the question did not ask for this.

(b) Identify **two** key features of historical and cultural destinations.

- 1 They have buildings or attractions which ⁽²⁾ might appeal to tourists.
- 2 Have a history behind the place, such as historical battles.



ResultsPlus Examiner Comments

]This response scored only 1 of the 2 marks available here. The first point could apply to any destination, but the second one mentions battles, so could be credited.



ResultsPlus Examiner Tip

Do not repeat the question stem in your answer, e.g. 'historical buildings' could not be awarded a mark, but 'ancient buildings' or 'old castles' could.

Question 4 (c)

Candidates had to identify two negative impacts of tourism on communities in the UK. Many missed the words **communities** and others missed the word **UK**. Incorrect answers such as footpath erosion, and westernisation were seen. Other candidates simply put 'pollution' without identifying what sort of pollution it was. The most common correct answers were traffic congestion and overcrowding. 'Seasonal jobs' as an answer is technically not correct as any jobs are usually positive impacts on communities, as you cannot assume that there is not a high unemployment rate.

(c) Identify **two** negative impacts of tourism on local communities in the UK.

(2)

Congestion can be caused and make people late
for school or jobs.

House prices can go up and so local may not
be able to afford to buy a home.



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Examiner Comments

A good answer which gives detail about the impact too.
(Although this is not actually necessary for an 'identify'
question, it helps the clarity of the answer.)



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Examiner Tip

Apply the answer to the question, for example in this
case UK, so do not give responses that only apply to
LEDCs or overseas destinations such as 'tourists use all
the water'.

Question 4 (d)

Candidates who knew the definition of sustainability were able to score marks on this question. Others just lifted information from the case study and made little or no attempt to explain the relationship between the definition and the work of the National Trust. Some candidates had thought more broadly about the issue of sustainability and mentioned food miles, and that 'camping is more environmentally friendly than building hotels'. Some candidates confused sustainability with 'staying open for a long time' or 'attracting even more visitors' which in this sense is incorrect.

(d) Explain how the National Trust ensures sustainability.

(4)

They put all their income into local services to ensure smaller businesses remain running in the future. They also take care of all aspects of the environment to ensure it's there for future generations. They buy local produce to put money into hard working businesses so they aren't overrun by bigger companies and the guests can also experience local life. They also try to educate tourists on the importance of sustainability in the tourism industry. (Total for Question 4 = 9 marks)



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This response was awarded 3 of the possible 4 marks. The candidate knows the definition of sustainability, and has included the word future in their response. They have also made a link to local businesses.

To gain the additional mark, the candidate needed more detail and the education role is additional to the information given in the case study.



ResultsPlus Examiner Tip

Learn the definition of sustainability in a tourism sense.

Paper Summary

Based on their performance on this paper, candidates are advised to:

- Read the question carefully, highlighting key words
- Carefully follow the command words
 - Describe = give some detail, not just one word
 - Explain = say why
 - Assess/Evaluate = look at both sides and positives/negatives for higher marks
- Always apply their answers to the customer type, case study, or situation given in the stem of the question or in the extracts provided
- Check their spelling and grammar, especially on QWC questions
- Attempt every question – do not leave anything out!

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