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Examiners' Report

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Introduction

This paper was testing Unit 1 of the GCSE in Leisure and Tourism, The Leisure and Tourism Industry.

There were 50 marks available across 4 questions.

Each question started with a multiple choice question, followed by short-answer and then longer-answer responses.

There were two questions which specifically targeted the quality of written communication; these were Question 2(c) and Question 4(e).

Performance of candidates on the multiple choice questions was generally good, and below is a summary of comments on these questions:

1(a) The correct answer was 'play and activity based leisure'.

2(a) Promotion was the correct answer, though some candidates saw 'special offer' and put price instead.

3(a) VFR is the abbreviation for 'visiting friends and relatives'. Some who had not read the options carefully put 'visiting family and relatives' (family is the same as relatives).

4(a) The correct answer was C – Center Parcs Longleat. Many incorrectly chose Blackpool Pleasure Beach which is a visitor attraction, as they missed the word destination in the question. A purpose built destination has attractions, accommodation and other facilities all on one site.

Question 1 (b)

This was a well answered question, with most candidates correctly identifying two products/ services from the case study.

However, a minority did give examples not mentioned in the case study, e.g. camping, toilets.

Question 1 (c)

Many candidates did not read or correctly interpret the word 'facility' in the question – which indicated that they should name an actual **place** where listening to music was a leisure activity.

Therefore answers such as 'concert' or 'on your iPod' were not acceptable responses.

The response needed to mention a place – so arenas (or named arenas), theatres, festivals etc. were all good answers to this question.

Question 1 (d)

Those candidates who knew the difference between long and short haul holidays were able to score maximum marks on this question.

However, there were many who thought that long haul was staying for a long time and short haul was a short break.

Journey time (in terms of driving time) was also often incorrectly given too, for example 'London to Scotland is long haul as it takes a long time to drive there' would not be awarded any marks.

Examples were used to enhance this answer, although some forgot origin and just put destination, e.g. 'flying to Florida is long haul', when it would have been better to say 'flying from the UK to Florida is long haul'.

(d) Describe **one** example of each holiday type.

(4)

Short haul

short flight - up to ~~two~~ 5h
- generally within Europe

e.g. Luton to Bucharest, Romania

Long haul

long flight - over 5-6h
- transatlantic flights

e.g. Luton to New York, USA



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Examiner Comments

This was a good response which clearly showed understanding of both types of holiday, with clear examples given.

This was awarded all 4 marks.

Question 1 (e)

There were a lot of great responses to this question and many candidates were able to give four duties, some with detail, and be awarded all four marks.

There were, however, some generalised answers, such as 'making sure all the passengers are happy' and 'keeping them safe' which could actually apply to any customer service facing role.

Application to the role given in the question is essential for higher marks.

Question 2 (b)

There was confusion in the mind of some candidates here, who mixed up a bookshop with a library and therefore some of the tasks given were incorrect, e.g. issuing books, and making sure that books are returned on time.

Some candidates also were not fully aware of the role of administration, and gave tasks that would be undertaken by another functional area, such as HR or Finance, e.g. employing staff or calculating profit.

(b) Identify **two** duties that Annie will undertake in the functional area of administration.

(2)

- 1 Annie will do things like send and receive any letters and organising any paperwork.
- 2 Annie will also deal with keeping the books in order and dealing with things like stock and customer enquiries.



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Examiner Comments

This response is clearly applied to a bookshop and has more than two duties included.
This response gained both marks.



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Examiner Tip

Make sure that your answer is clear - so in this case the examiner knows it is administration in a bookshop.

1. Type letters / posters / invoices to promote the business & inform customers of events.
2. Answer the phones, answering any inquiries that people may have.



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Examiner Comments

Although this response could apply to any administration department, there was enough detail in the duties to be awarded both marks.

Question 2 (c)

This question was testing application and knowledge of new technology in terms of safety and security at an airport.

Some candidates wrote (incorrectly) about aircraft and flights – with answers such as ‘black boxes and radar’.

Others correctly focused on the very many measures taken at airports to ensure safety, such as scanners, metal detectors, CCTV etc., but many simply described these rather than explaining how they linked to ensuring passenger and staff safety.

Better responses also considered passport technology and also mentioned staff safety, e.g. passes etc.

Question 2 (d) (i)

This question was looking for direct recall of the factors from the specification, which were reasons for the need to respond to the rapid pace of change.

Only three factors, or slight variations of these, were acceptable answers:

- to keep existing customers
- to attract new customers
- increasing competition/to compete.

Very many candidates put responses such as 'make a profit' or 'keep people safe' which would not have been awarded marks.

Question 2 (d) (ii)

As so many of the factors identified in part (d)(i) were not correct, there were very many candidates who were also unable to gain marks in this part of the question.

Those who did were able to explain or describe appropriate products/services that an airport could provide/has provided; for example, to attract new customers – 'put on more flights to more destinations' or 'open a wider range of tax free shops and/or places to eat'.

Backwards explanations were accepted – e.g. 'if they don't do this..... they will not compete with other airports'.

Leisure and tourism organisations such as airports need to adapt to the rapid pace of change.

(d) (i) Other than external influences, identify **two** other reasons why organisations need to adapt to the rapid pace of change.

(2)

Reason 1

competing with other companies
~~To keep existing customers coming back~~

Reason 2

To attract and appeal to new customers.

(ii) For each reason you have identified in (d)(i), explain how airports have adapted to the rapid pace of change. You should use a different explanation for each reason.

(4)

Explanation 1

Airports want more people to fly from them so they expand not only the size but the restaurants they have for example to give them a unique selling point, people are more likely to choose them over another airport.

Explanation 2

Airports are getting bigger and offering flights to more places around the world, someone is more likely to come because if they can travel to more places and for a cheaper price.

(Total for Question 2 = 15 marks)



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Examiner Comments

This response correctly identified two of the factors and the candidate was able to explain how airports had adapted to the pace of change to both compete with others and to attract new customers.

Two different explanations were given.
Maximum marks were awarded to this response.

Question 3 (b)

This question was well answered in many instances, with candidates not repeating 'to see the sights' and being able to give an example to support their description.

However, some candidates were too brief with their example, e.g. 'A sightseeing holiday is when you go somewhere to look at famous attractions, (one mark) for example going to London'(no additional mark).

If they had added 'to see Buckingham Palace, Big Ben etc., then this would have scored two marks not one.

Question 3 (c)

This question on this area of the specification was much better answered than in previous series.

Most candidates knew that it was about relaxation, calm, peacefulness and mind rather than body and examples given were, on the whole, appropriate – yoga, meditation, spa treatments etc.

There were a minority of candidates who focused on 'improving your body' rather 'than your mind', and gave incorrect examples such as going to the gym.

(c) Describe what is meant by the term 'spiritual well-being'. You should use an example in your answer.

(2)

Spiritual well being is where you do the activity for your emotional and mental health. Meditation is a leisure activity that helps to improve the spiritual well-being of a person



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Examiner Comments

This is a good response, which was awarded both marks.

Yoga was another popular example given by candidates here.

Question 3 (d)

There are many factors listed in the specification for choice of travel method, and these were what examiners were looking for here.

Some candidates had obviously learned them and were able to be awarded all four marks.

However, some simply gave the 4Ps, only one of which, 'price', was acceptable. Others simply listed different types of travel e.g. car, rail, coach, ferry etc.

Other answers were too brief, e.g. 'time' when they needed to say departure time, journey time or similar, to be awarded the mark.

The mark scheme allowed for variations in factors given, as long as they were within the remit of the specification terminology.

Question 4 (b)

Many candidates missed the word ONLY in the question, and therefore missed out on two fairly easy marks by putting 'shops', 'restaurants' and 'hotels'.

The most popular correct answers were 'pier' and 'beach'.

Question 4 (c)

To be awarded both marks, candidates needed to mention in their definition **both** the environment **and** the local people.

Many candidates therefore were awarded only one mark as they focused their answer solely on 'protecting the environment'.

Others gave examples as to how this could be done, such as solar power, wind turbines etc.

Others gave a definition that was too brief e.g. 'it is when you are eco-friendly'.

(c) Define the term 'ecotourism'.

(2)

eco tourism is considerate travel that doesn't damage or harm the environment and helps improve the quality of life for local people at that destination.



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Examiner Comments

This is an excellent definition, which was awarded both marks.

Question 4 (d) (i)

Very many candidates correctly identified the negative impacts of visual pollution, ruining the scenery and parking problems.

Some put traffic problems (which were in the question so not acceptable) and others did not give enough detail e.g. 'pollution' without saying what sort of pollution.

Question 4 (d) (ii)

Positive impacts were sometimes given as the opposite of the negative ones – e.g. less traffic – these were not accepted.

MORE money/income and jobs were most often correctly given.

Question 4 (e)

There was much repetition and lifting from the case study in the answers to this question.

Answers which indicated that there could be more tourists and fewer cars would only be awarded marks in Level 1.

To achieve more marks, candidates needed to link their answers to the definition of sustainable development, and some candidates were able to do this by referring to job creation, income for local shops etc.

Not many candidates referred to the future part of the definition, although global warming and CO2 emissions were occasionally mentioned.

***(e) Explain how the proposed Lake District cable car could be a 'sustainable development'.**

(6)

It could be sustainable as it would reduce the amount of traffic on the narrow country roads, it would also be powered by electricity that could be generated sustainably. It would also last for future generations to use. Bringing more ~~tourists~~ tourists to the area not in cars would bring income without causing damage to the country lanes meaning the local area would benefit from the money. From this they could repair the roads. However it could be unsustainable to put cable cars among the trees. Due to birds that live in one trees. Putting in the cable cars would damage the planet for the next generation.



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Examiner Comments

This candidate clearly knows the definition of sustainable development. They have tried hard to link this to the cable car development, and referred to both the present and future generations. Negatives of the cable car proposal, such as destruction of habitats, have also been included so this response scored marks in Level 3.

Paper Summary

Based on the performance in this paper, candidates are advised to:

- Make sure they read the question carefully, for example in this paper many missed the word **only** in Question 4(b).
- Apply their answers to the scenario in the question, for example in Question 1(e) generic customer service or safety duties not applied to air cabin crew could not score many marks.
- Understand the difference between activities and facilities, as in Question 1(c) where candidates gave activities instead of facilities.
- Know the difference between short haul and short breaks and the definition of long haul.
- Do not repeat the question in their answers - i.e. 'a sightseeing holiday is when you go to see sights' could not score any marks.
- Make sure that examples, when asked for in questions, are as specific as possible e.g. 'going to London' as an example of a sightseeing holiday is not correct as it could be business travel, VFR etc.

Grade Boundaries

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