

Examiners' Report January 2013

GCSE Leisure and Tourism 5LT01 01

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Introduction

This January series paper tested the requirements of Unit 1 of the GCSE in Leisure and Tourism. It is a unit that includes all aspects of the industry but in less detail than other units. A broad knowledge is therefore necessary. Examples of destinations and organisations in the industry will always enhance answers.

Multiple-choice questions

Q1(a) This question was generally well answered. Most candidates correctly identified the London Eye.

Q2(a) This question was also well answered and the majority of candidates correctly identified Fire Exits.

Q3(a) Variable answers were given to this question. The correct answer was Health and Fitness. Some candidates chose one of the other options, but none of these was the main reason, which is what the question specifically asked.

Question 1(b)

Candidates were able to name two UK theme parks with very little problem. By far the most popular answers were Alton Towers, Thorpe Park, Blackpool Pleasure Beach and Drayton Manor Park. Occasionally there were incomplete examples named, such as simply 'Pleasure Beach'.

(b) Name **two** examples of major theme parks. (2)

1 Thorpe Park

2 Pleasure Beach



ResultsPlus
examiner comment

This response could only score one of the two marks available.



ResultsPlus
examiner tip

Make sure the name is given in full. For example, instead of just putting 'Pleasure Beach' state 'Blackpool Pleasure Beach', as there are several locations in the UK with a pleasure beach.

Question 1(c)

Candidates were, in most cases, able to give an example of home-based leisure. The most popular examples included 'watching the TV', 'playing computer games', etc. Less successful were the definitions, where many candidates simply repeated the stem of the question, i.e. 'it is what you do at home'. A mark could not be awarded for this because at home candidates could be sleeping, showering or washing up, etc and these are not classed as leisure activities.

(c) Define the term 'home-based leisure' and give an example.

(2)

Home based leisure is doing something at home
the examples could be watching tv, playing
video games...



ResultsPlus
examiner comment

This example says 'doing something at home', which would not be credited with a mark. However, the examples are fine, so one mark was awarded.

(c) Define the term 'home-based leisure' and give an example.

(2)

Home-based leisure is where you do something in your
house for fun in your free time. An example of
home-based leisure is watching a DVD.



ResultsPlus
examiner comment

Use of the phrase 'in your house for fun' clearly shows that it is a leisure activity and the example given is also appropriate. The answer was awarded two marks.



ResultsPlus
examiner tip

Do not just repeat the stem of the question in the answer. When asked for an example, be as specific as possible, eg 'going on the computer' would be improved like this: 'playing games on my computer in my bedroom'.

Question 1(d)

Candidates were very good at general customer service-type answers.

Answering the phone, greeting customers, answering emails, taking money, etc would apply to very many jobs. To achieve maximum marks, candidates should have applied their answer to a leisure centre reception.

(d) Melanie works as a leisure centre assistant on the reception desk.

Describe Melanie's main duties.

(3)

Melanie's main duties include-

- Answering any questions from customers
- Answering the phone if it rings.
- Dealing with complaints
- Replying to e-mails



ResultsPlus
examiner comment

If you read this answer, do you think it applies to a leisure centre? It could be any reception, anywhere. Responses like this would only gain a maximum of two marks.

(d) Melanie works as a leisure centre assistant on the reception desk.

Describe Melanie's main duties.

(3)

Melanie's duties may consist of signing people in to go to the gym, ~~and~~ booking people in for swimming lessons, ~~and~~ answering the phone that people have enquires about and removing ^{and} adding members to there database. She may also have to take bookings for other classes like aerobics.



ResultsPlus
examiner comment

Simply putting this answer into the context of a leisure centre gained the additional mark. It was awarded all three marks.



ResultsPlus
examiner tip

Be aware of the scenario in the stem of the question. To achieve maximum marks, you must describe duties specifically related to this, eg 'taking payments for swimming classes' is much better than just 'taking money'.

Question 1(e)

This question asked candidates to evaluate the choice of shows and identify how they could be improved. Many candidates simply matched the shows on offer to different customer types. Suggested improvements were quite generic in some instances, eg 'they should have a wider range of shows'. Candidates who did this could not gain high marks.

Better responses referred to a wider range of different types of customer, eg school groups, and then suggested improvements by genre or type, such as comedy shows or Shakespeare plays. Quality of Written Communication (QWC) was also assessed in this question.

* (e) Evaluate the choice of shows offered by the Mayflower Theatre.

In your response you should consider:

- appeal to different types of customer
- how the choice of shows could be improved.

(6)

The choice of shows are good and they have different shows each month, there are shows for people from children, to the elderly. In January, anyone will enjoy seeing Peter Pan, it is best for families but going on your own would see a Pen and still enjoyable. In February, mainly the elderly, or middle-aged people would enjoy seeing the Russian State Ballet, which is good because watching Ballet might not be for children, especially young boys, it means that the elderly are their target audience. In March they have 3 shows, each one for different age groups. Calendar girls is a musical, musicals can be enjoyed by anyone, couples, families, elderly people, but Dessen Brown is mainly for people over 18, but not so much the elderly. And in the next two months they have 2 musicals. One which maybe teenagers and adults will see, maybe teenagers and their parents and one as a family and they have a children's show, the gruffalo, 'just for kids'. They could improve the choice of shows by putting more shows for children, like Snow White, and shows like Blood - Brothers for teenagers.

(Total for Question 1 = 14 marks)



ResultsPlus
examiner comment

This is a good response, which evaluates the shows from the point of view of a range of customer types. It also suggests two new shows at the end of the answer. It focuses mainly on the positive and would have needed more negative comments to gain full marks. This answer was awarded five marks.



ResultsPlus
examiner tip

Try not to refer to 'customers' in general. Define them by age or family status, eg 'people like pantomimes' could be expanded to say 'families with primary-school children are well catered for as they have both a pantomime, "Peter Pan", and a show, "The Gruffalo", on at the theatre'.

For QWC marks, make sure that all words are correctly spelled and capitalisation is correct.

Question 2(b)

Most candidates correctly matched the job roles to the correct departments.

Question 2(c)

This was a poorly answered question on the whole. There were very many incorrect answers referring to market segmentation or a 'mix of different types of advertising'. Answers that focused solely on the role of the marketing department were also not correct. The better answers identified all four Ps (place, product, price and promotion) and were then able to describe how they interact – this is the marketing mix. The best responses were also able to link this with getting more customers, making more profit, etc.

(c) Describe what is meant by the term 'marketing mix'.

(3)

The term 'marketing mix' mean's what there are a mixture of marketing. For example designing adverts for magazines, a webpage, email, online, tourist information and travel agents. Also the newspaper.



ResultsPlus
examiner comment

This is an example of a typical, incorrect answer. It was not awarded any marks.

(c) Describe what is meant by the term 'marketing mix'.

(3)

Marketing Mix includes 4 p's - place, product, price and promotion. It means that organisations need to get the right product, to the right people, in the right place at the right time, using the right promotion. It's all needed to attract and keep existing customers as if they'll see that somewhere organisation offers more for less they'll immediately leave and go to them. Same for product and promotion - if a product wasn't advertised no-one would know about it.



ResultsPlus
examiner comment

This is an excellent response. It covers the four Ps and then describes how they work together, which is exactly what the term means. The answer was awarded all three marks.

Question 2(d)

This question assessed QWC. It also asked candidates to assess how the 'Pedal Peak District' project's measures could help them to meet their objectives. Candidates quite often suggested new measures they could adopt, such as more advertising. These were accepted as long as they were linked to the objectives.

Candidates scoring Level 1 marks tended to lift the information from the case study and not assess whether it would be effective in helping them to meet their objectives. To achieve higher marks, candidates needed to link what is being offered to the objectives and make a judgement about it.

* (d) Using the information provided, assess to what extent the 'Pedal Peak District' project could meet its objectives.

(6)

Pedal peak District can meet their objective of encouraging more people to cycle, ~~they have done this~~ by 'Hiring cycles with seats; trailer bikes, child-size bikes and tandems?' this will allow all types of people ^{with different age} ~~each other~~ groups to come as they have the right equipments. However the cycles have to hired and as a result may be expensive for certain customers such as families.

Pedal peak District can also meet their objective by giving half price -cycle voucher to customers this would encourage customer to come back and cycle for, fun, health and fitness. However, not everyone would know to cycle and as a result may shy away from cycling.

(Total for Question 2 = 13 marks)



ResultsPlus
examiner comment

A response such as this attempts to link the products offered to the objectives, but not in much detail. This was a Level 2 response. The negative comments do not really refer to the objectives, more to the customers, as is demonstrated in the last sentence of the answer. This answer scored three marks.

* (d) Using the information provided, assess to what extent the 'Pedal Peak District' project could meet its objectives.

(6)

The 'Pedal Peak District' offers half price cycle-vouchers for repeat ~~blue~~ visits and this is good for repeating business and for encouraging more people to cycle. There is a 58 miles of new traffic-free cycle routes which means that customers won't be distracted from cars and ~~to~~ public transport. I think it ~~could encourage~~ encourages different types of customers such as families with young children or teenagers, as it offers different cycles. (with baby seats; trailer bikes, child-size bikes and tandems).

There is no information provided for how the 'Pedal Peak District' will promote better public transport links to help reduce car use and carbon emissions. and there is not any information how the visitors can get to there.

Cycling is good opportunity for (Total for Question 2 = 13 marks)

health and fitness and it is good that free maps are provided so people won't get lost.

As different facilities are provided such as toilets, car parking, refreshments means that people will be attracted to go there for fun day out, but this is not very encouraging them.

Also there is no evidence provided how ~~in~~ ~~at~~ ~~the~~ ~~area~~ ~~where~~ they will create a new 11-mile cycle route.



ResultsPlus
examiner comment

This response is much more detailed and covers all the objectives. It also considers both negative and positive points, and is therefore a Level 3 response. The answer was awarded five marks.



ResultsPlus
examiner tip

Don't just lift information from the case study if you want more than two marks. This question also tested QWC. Re-read your answer and check punctuation and spelling. Correct any spelling errors, particularly those words that are given in the question or case study.

Question 3(b)

This question asked candidates to identify the 'reasons for travel' being described. This is a term from the specification (page 16) and there are six types of tourism listed. Using the specification the correct answers for this scenario were only 'business' and 'holiday' but examiners for this paper accepted all of the following answers:

- business/business travel/work/job
- leisure/holidays/short or weekend breaks.

Some candidates simply lifted sentences or parts of sentences from the scenario to answer this question.

Question 3(c)

The scenario should be used to answer this question, which says 'explain the advantages for Winston'. Many candidates simply stated the advantages of travelling by car for anyone. The answer must be linked to the fact that this is a business traveller (and/or a weekend break) to achieve high marks. Watch the command word, 'Explain', which means 'say why'. Answers should have more detail than simply lifting the information from the case study.

(c) Winston usually travels by car.

Explain **two** advantages of travelling by car for Winston.

(4)

If you travel by car then the ride is more private and not very suffocating like in trains.
If he wants to take a break then he can pull over at a service station, have a cup of coffee, relax and start the ride again.



ResultsPlus
examiner comment

This answer makes no mention of Winston at all. The advantages given are very basic and not particularly detailed. A response like this gained a maximum of two marks.

(c) Winston usually travels by car.

Explain **two** advantages of travelling by car for Winston.

(4)

~~The~~ Travelling by car allows him to get to his destinations directly without having to stop, for example if he had to get to town from the countryside he wouldn't have to get a train that will keep stopping to pick customers up. It's also useful as he can have the freedom to visit places easily while he's there and to go places with his partner, He ~~not~~ also won't have to carry his luggage around everywhere, as this could be stressful to a business man on public transport.



ResultsPlus
examiner comment

This response is clearly applied to the scenario. Several points are explained well and the answer was awarded four marks.



ResultsPlus
examiner tip

Underline the key words in the question/stem, then read through the answer and ask yourself: Is my answer applied to this scenario or is it generic?

Question 3(d)

In answers to this question there was a great deal of emphasis on terrorism and preventing it, and confirming the identity of the passenger. There was not always a good link to security. Features of new passports and scanner technology were very rarely mentioned, nor were the effects on other passengers' security.

(d) Good airport security is very important for travellers. One security measure is the requirement for all passengers to have a passport or photo ID.

Explain how a passport or photo ID can help security at airports.

(4)

A passport or photo ID can help security at airports because it reduces the risk of fraud and ~~the~~ stolen identity. It can also help airport staff to recognise a criminal and can indicate if the person is allowed into the country or not. It could also make passengers more relaxed to know that there is less chance of a terrorist attack.



ResultsPlus
examiner comment

This is a really good answer, which makes three points well: identity fraud, criminals and effects on other passengers. It was awarded all four marks.



ResultsPlus
examiner tip

This question has four marks allocated to it. Try to make between two and four different points to ensure that you have the best chance of maximum marks.

Question 4(a)

In this question, one mark was awarded for each correct example given. Examples should have been from the UK, as the question specifically requested. Occasionally candidates incorrectly gave overseas examples, eg New York.

The most common, correct responses were London for tourist towns and cities, the Lake District for countryside areas and Blackpool for seaside resorts.

The specification states that candidates should be able to give examples of each destination type. The easiest way to find these is to use the Unit 3 specification. This will help candidates to correctly categorise the major destinations in the UK.

4 (a) Name a UK example for each of the following types of destination.

(3)

Tourist Towns and Cities

London

Countryside Areas

New Forest

Seaside Resorts

Cornwall



ResultsPlus
examiner comment

The first two examples are correct, but there is no seaside resort named. A county is not acceptable as an answer when examples are required, so this response was awarded two marks.

4 (a) Name a UK example for each of the following types of destination.

(3)

Tourist Towns and Cities

London

Countryside Areas

Lake District

Seaside Resorts

Brighton



ResultsPlus
examiner comment

This is a much better answer. All three examples are correct and three marks were awarded.



ResultsPlus
examiner tip

Make sure that you name the example correctly, eg some candidates put Blackpool beach (beach was not necessary in this case).

Only give one example, it is not necessary to give more than one, as in the question it says 'name a UK example'.

Question 4(b)

In this question, candidates were better on the 'environment' part of the definition. For full marks, there needed to be reference to both local people and the environment. As many candidates gave examples to back up their definition, these were also accepted if they enhanced the definition.

(b) Define the term 'ecotourism'.

(2)

Travelling to natural areas to ~~protect~~ ^{conserve} the environment and benefit/improve the welfare of the local people.



ResultsPlus
examiner comment

This is a good, concise definition of ecotourism, including both the environment and the local people. It was awarded two marks.

(b) Define the term 'ecotourism'.

Conserve and sustain
(2) ↓

Ecotourism is when someone has a holiday to ~~protect~~ ^{conserve} the community and the environment, for example buying the local produce will help the farmer growing the goods and the environment because of lower food miles.



ResultsPlus
examiner comment

This answer mentions both local people and environment, but also expands the definition with an example. It was awarded two marks.

Question 4(c)

There were up to two marks available for each part of this question, which was looking for positive impacts linked to seaside resorts.

Some candidates gave generic impacts and did not link these to either the blue flag or the fact that it is a seaside resort. Others mis-read the question and gave negative impacts.

Candidates should resist the temptation just to list as many impacts as they can. For example, 'more money, more jobs' would only score a maximum of one mark as they are not applied.

(c) Many tourists will want to visit seaside resorts with a Blue Flag as they know the beach will be of a high standard.

Describe the positive impacts that having a Blue Flag beach may bring to:

(4)

The local community

It will bring more jobs into the local community because they need workers to clean, give information about the area and be life guards. Which cause lower numbers of unemployment in that area.



ResultsPlus
examiner comment

This response on the local community is particularly good. Instead of just saying jobs, the candidate has identified lifeguards, litter pickers, etc and made a link to unemployment rates. Overall, this answer was awarded three marks.

The environment

The Blue Flag beach will help bring down pollution and littering because of controlled waste disposal and litterbins. It also preserves the habitats of sea creatures because of the clear water.



ResultsPlus
examiner comment

The environment part of this answer is good as it links the blue flag measures with actual impacts on sea creatures and improved cleanliness. The answer was awarded four marks overall.

(c) Many tourists will want to visit seaside resorts with a Blue Flag as they know the beach will be of a high standard.

Describe the positive impacts that having a Blue Flag beach may bring to:

(4)

The local community

The Blue flag will bring in more people to visit, therefore it will bring money to the community so they can be forever improving it. It will also provide more jobs for the local people eg- lifeguarding.

The environment

It will benefit the environment because it will be cleaned regularly with controlling of the way in which people treat it, by having litter bins, recycling etc. It will also ensure clean water which is good for the wildlife ~~and~~ and people in it.



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examiner comment

Both parts of this answer are detailed and overall it achieved the maximum four marks.



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Note that 'more tourists will visit' on its own is not an impact; it is what they do when they are there that is the impact, eg 'spend money in restaurants and bars' would be a better way of expressing a positive impact.

Question 4(d)

To answer this question correctly candidates needed to know the definition of sustainability. Very many candidates repeated measures already in place as part of the Blue Flag Scheme, eg cleaning beach, litter control, etc. These would not be credited as the question asked for 'other measures'.

Better responses suggested measures such as dog restrictions on the beach, fines/penalties for littering and erosion control. Measures in the resort itself, not only on the beach, were also acceptable, eg planning controls.

For maximum marks it was necessary for the measures to have a link to sustainability.

(d) Apart from having a Blue Flag award for its beach, suggest other measures which a seaside resort could use to be more sustainable.

(3)

They could ~~be~~ ~~at~~ use more natural materials when building ~~at~~ buildings or other things. They could use local goods and not import them from other parts of the world. Finally they could cut down on development, so that wildlife, and the future of the beach isn't damaged.



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examiner comment

This response shows a good understanding of sustainability and several different measures that could be used have been given. This answer was awarded three marks.

(d) Apart from having a Blue Flag award for its beach, suggest other measures which a seaside resort could use to be more sustainable.

(3)

Only use natural sunlight to light building, or have energy saving lightbulbs. They could have solar panels on roofs of amusements and shops. They could use water saving in the toilets.



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examiner comment

Again several different measures are suggested and the candidate seems to know about sustainability. This answer was awarded three marks.



ResultsPlus
examiner tip

For Question 4, make sure that you know what the terms 'sustainability' and 'ecotourism' mean.

Summary

Based on their performance on this paper, candidates should bear in mind the following advice.

- Read the question carefully.
- Watch the command word.
- Apply your answer to the customer type, case study or scenario given in the stem or the extracts provided.
- Do not write multiple answers if the question asks for one or 'an' example.
- Look how many marks are available. If there are two, make two separate points or one point with extended detail. If there are four marks, make at least two points with detail.
- Asterisked questions also test QWC. Check spelling and punctuation when you have written your answer. Re-read your answer and correct any spelling errors, especially those words that are given in the question or case study.

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