



## **GCSE Leisure and Tourism**

### **Controlled Assessment – Teacher Guidance**

#### **Research**

The regulations covering the administration of controlled assessment state that candidates are allowed up to approximately 30 hours of research and preparation. This can take the form of class research, such as visits, or individual research.

It is accepted that many candidates will make extensive use of websites to undertake research. Candidates could possibly meet the 'wide range of sources criteria' through accessing and making use of information gained from a range of appropriate websites. However, it is strongly advised that other forms of research are also undertaken. Centres should consider how best to guide and encourage candidates to use a range of websites and other sources. Centres should also encourage candidates to identify the range of sources they have used within their work.

There is a wide range of types of websites which candidates could use in their research, including examples of the ones listed below.

- The websites of attractions, which may provide information about the products and services of the attractions. Information about job roles might also be obtained.
- Destination and tourist board websites, which will provide information for tourists visiting the area relating to attractions, accommodation and other tourist facilities.
- Careers websites, which will provide information about the range of jobs available within the leisure and tourism industries.
- Local authorities' websites, which will provide information about leisure and sports facilities and provision within the area.
- Transport providers' websites, which will provide information about routes, timetables and costs of transport.
- Accommodation providers' websites, which will provide information about the costs and availability of different types of accommodation.

- 'What's on' websites, which will provide information about events, festivals etc.

However, centres should also encourage candidates to undertake other forms of research, including field research and visits to leisure and tourism organisations.

Other forms of research could involve:

- Using maps of the chosen area to locate leisure and tourism facilities and organisations as well as to determine the geographic limits of the area.
- Brochures and leaflets produced by relevant organisations.
- Visits to organisations and interviews with key staff.
- Analysing data relating to leisure facilities and tourism visits within the chosen area.
- Walking tours and information gathering.
- Local tourist guides and 'What's On' brochures.
- Local newspapers.
- Entertainment, events and leisure guides.
- Digital images
- Textbook and other educational resources that might feature the chosen area as a case study.

## **Presentation**

In some cases, a section of the controlled assessment might stipulate that a particular form of presentation is required, for example. More often, the format can be decided by the centre or candidate.

Centres should consider the format in which the task can be presented. Options include:

- PowerPoint presentations
- Leaflets or brochures.
- A series of annotated maps
- Written report.

## Unit 1

Centres are strongly advised to teach the whole of Unit 1 before commencing the Controlled Assessment in order to ensure that candidates have sufficient knowledge and understanding of the key concepts covered in the unit. This will enable candidates to apply their knowledge and understanding to leisure and tourism organisations within the chosen area.

Centres should give careful consideration to the precise area chosen for each section of the controlled assessment task. It is **not** a requirement for the same area to be chosen for all sections of the task.

Different areas can be chosen for each section if the centre feels it necessary. It is important to choose the area to fit the requirements of the task rather than fitting the task to a pre-determined area.

In most cases the centre will choose an area within which the centre is located, although this does not have to be the case.

The precise area chosen for each section of the task should contain a sufficient range of appropriate leisure and tourism organisations to allow candidates to undertake the requirements of the task successfully. If the area is too large candidates will not be able to research all of the organisations successfully and if it is too small, key organisations may be missing.

Centres are not obliged to complete the sections of the task in the order in which they appear. It may be appropriate to complete the tasks in a different order.

Centres need to ensure that candidates have a clear understanding of the precise geographical limits of the chosen area before commencing each section of the task.

Centres will need to give careful consideration to the nature of the research undertaken in the period before the tasks are undertaken.

Candidates will need to store the information they have collected or created in the research stage. This information can be stored in a folder or electronically, however centres must be aware of board regulations regarding access to the Internet during the Controlled Assessment.

Some collected information such as images and logos can be stored on the school Intranet system or shared areas but candidates must only be allowed to access their own research information.

Centres might also consider providing candidates with outline guidance to each section of the task.

## **Section A**

Before commencing this section, centres should be sure that candidates have a clear understanding of the differences between purpose-built and natural visitor attractions. The centre should ensure that the chosen area for this section of the controlled assessment has an appropriate range of visitor attractions.

The task is divided into two sections – a table of visitor attractions and an explanation of how one of the attractions meets the needs of different types of visitor.

It is suggested that the table provides information relating to a good range of attractions of the type chosen, 6 to 8 is suggested. Centres might like to consider devising a list of criteria which candidates could incorporate into the table in order to summarise the features of each attraction. These criteria might include location, appeal, opening times, services, costs, accessibility.

Having completed the table, candidates should choose one of the attractions from their table and explain how it meets the needs of different customer types. To be able to do this, candidates need to have a clear idea of the different types of customers which use their chosen attraction and an understanding of how the needs of each group are met.

Centres should give careful consideration as to how they guide their candidates towards their choice of attraction. Smaller attractions may have a limited range of customer types and larger, more complex attractions might prove more difficult to investigate in detail. In order to complete the section of the task successfully, candidates will need to be able to explain the different products and services provided for different types of customer.

## **Section B**

Centres should be aware of the need to ensure that candidates have the skills to produce an appropriate itinerary for the chosen group and to understand that they have to justify the decisions they make.

Centres could consider producing a 'scenario' to make the task realistic. This could include giving candidates precise information about the selected group in terms of the size of the party, the method of travel of the group and any special interests the group may have.

The itinerary might contain information relating to:

- The precise dates of the visit
- The arrival and departure times as well as the timing of visits to attractions, etc.
- The accommodation
- Prices of activities available

- Attractions to be visited
- Entertainment which may be available
- Methods of transport within the destination
- The cost of meals

The itinerary could be supported by information such as:

- maps and directions
- advice about health and safety precautions
- currency if travelling from abroad
- possible weather conditions
- events taking place during the dates of the visit

Candidates will need to prepare an itinerary for their chosen group that meets the needs of the group and is within budget. Approximate costs of accommodation, meals, entrance to attractions and transport within the destination during the course of the visit will need to be researched.

A detailed scenario, providing information about the dates of the visit and the composition of the group will assist candidates in developing their itineraries. For example, the two couples could be in their 20's or their late 60's. The family could have two children under the age of 3 or four children between the ages of 12 and 18. An itinerary for a visit in August will be different to an itinerary for a visit taking place in mid-January.

The provision of a detailed scenario will enable candidates to justify the decisions they make in developing their itinerary. Candidates should aim to justify factors such as the choice of accommodation and meals, the main activities and attractions visited, transport within the destination and events or entertainment during the stay.

### **Section C**

Centres are advised to select medium to large-scale organisations e.g. hotel, visitor attraction, tour operator, leisure centre, theatre. The key consideration is that the chosen organisation should have wide range of jobs which the candidate could investigate.

Candidates are required to investigate a range of job that could be at different levels e.g. managerial, supervisory, seasonal, temporary, full-time, part-time etc. where possible. They should also investigate jobs within different departments of an organisation such as in a hotel, leisure centre or large attraction.

An organisational chart would be a useful resource to work from and include within the final document.

Candidates would benefit from a visit with input from staff at the organisation. Therefore local organisations might prove a better choice as an industry link as they are more easily accessed.

Having investigated the range of jobs within the organisation, candidates need to choose one of the jobs and explain why they would be suitable for it. This will require knowledge of the skills, qualities, experience and qualifications required for the chosen job.

Candidates will need to undertake research the chosen job and match their skills and qualities to the job, explaining why they would be suitable for the job.

## **Section D**

As with previous tasks, centres should give careful consideration to the precise geographical limits of the chosen area. This may well be an area chosen for a previous task or could be a smaller area. It might be advantageous to use the area in which the centre is located since candidates are more likely to have an understanding of current leisure and tourism provision.

Candidates are required to investigate gaps in leisure or tourism provision within their chosen area. This research could include:

- Questionnaire research
- Interviews
- Class discussion
- Observation
- Focus groups
- Internet research

Candidates are required to summarise the findings of their research to determine what they consider to be the main gaps in provision as well as including their personal observations and opinions. An outline of the main gaps is required, as opposed to a detailed explanation.

Candidates are also required to suggest a new leisure or tourism facility that could be developed to address the main gaps identified and outlined. Candidates should give consideration to:

- The location of the facility within the chosen area
- The products and services the facility could provide
- The likely customer types of the facility
- How the facility could be funded

Candidates are also required to justify their decisions. This will depend very much on whether a leisure or tourism facility has been proposed, the nature of the chosen area and the main gaps in provision previously identified. Candidates will need to be reminded to make reasonable justifications. The development of a major theme park to fill the gap of a lack of facilities for teenagers is not realistic and should not be considered. A skate park would be far more reasonable.

Centres are encouraged to provide guidance to candidates about the types of facility they might like to develop, but candidates should be encouraged to work individually on their proposals for the new facility.

