

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Leisure and Tourism

Unit 3: The Leisure and Tourism Environment

Monday 17 January 2011 – Afternoon

Time: 1 hour

Paper Reference

5LT03/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 1(c) and 3(c). These questions are indicated with an **asterisk (*)**
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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

Some questions must be answered with a cross . If you change your mind about an answer, put a line through the box and then mark your new answer with a cross .

1 Many factors influence change in the leisure and tourism industry. One factor is an 'unforeseen and uncontrollable event'. An example is a recession.

(a) Identify **one** other example of an 'unforeseen and uncontrollable event'.

(1)

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The recession that started in 2008 led to changes in the leisure and tourism industry. In the UK, one example of the influence of the recession was an increase in domestic tourism.

(b) Give details of **two** other examples of how the recession influenced the leisure or tourism industry.

(4)

Example 1

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Example 2

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'Consumer trends' is another factor that can influence change in the leisure and tourism industry.

Changing consumer trends and the growth in the popularity of camping holidays have resulted in the development of new products/services. The following article gives details of new types of camping products/services.

Look beyond the tent for places to sleep in the great outdoors!

Spend a night in a "tree boat" – a hammock hanging in the branches of an oak tree. Staying at The Mighty Oak Hotel near Newquay is from £140 per person per night, including a tree-climbing course and breakfast.

Sleep on a log raft moored on a rural canal in the Netherlands. Floating huts, sleeping four, start at £120 for two nights, including a canoe.

Ready-made domes set in 200 acres of private forest in Cardigan Bay, Wales. These include wooden decks, double beds, reindeer hides and wood-burning stoves. Kayaking, coastering and canoeing are available. A weekend in August £330, two sharing.

For next year's Glastonbury Festival stay in a luxurious tent. Camp Kerala's tents have duck-down duvets, en suite bathrooms and a champagne breakfast. Five nights at Glastonbury and VIP pass costs £7,000 per tent.

Get a taste for the gypsy life by hiring a horse-drawn caravan in Wicklow. Interiors are wood-panelled with foldaway table and bed units and a hob for simple cooking. From £664 per week, for four sharing.

(Source: adapted from '50 ways to sleep alfresco', Suzy Bennett, © Telegraph Media Group 26 July 2008)



*(c) Explain how changing consumer trends have led to the growth of these new types of camping products/services. In your answer you should consider:

- changing tastes
- changing lifestyles.

(6)

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(Total for Question 1 = 11 marks)



2 'Countryside areas' are one type of popular tourist destination in the UK.

(a) In which **county** is the New Forest located? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** Northamptonshire
- B** Hampshire
- C** Nottinghamshire
- D** Buckinghamshire

(b) Complete the following table by matching each of the tourist destinations with the labels (A–F) on the outline map of the UK on page 7.

(6)

Label	Destination
	Alton Towers Resort
	Antrim Coast and Glens
	Canterbury
	Conwy
	London
	Oban



Outline map of the UK



(Source: adapted from <http://www.georesources.co.uk/ukmap.htm>
Copyright ©2001 David Rayner Beagle Graphics (GeoResources) All rights reserved)

(c) The tourist board that covers the New Forest is called Tourism South East. Describe the role of Tourism South East.

(2)

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H 3 8 0 9 1 A 0 7 1 6

Read both parts of 2(d) before answering this question.

(d) 'Natural attractions' and 'types of accommodation' are features of tourist destinations that give them appeal.

- (i) Choose **one** of these features and explain why it is important in giving appeal to a countryside area, e.g. the New Forest.

Choose **one** feature and put a cross in the box to indicate your choice.

(3)

- Natural attractions
- Types of accommodation

Explanation

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- (ii) Different features appeal to different types of visitors. Why might the feature you have chosen in (d)(i) appeal to families?

(2)

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(Total for Question 2 = 14 marks)



3 (a) Identify **one** positive impact of tourism on the local community.

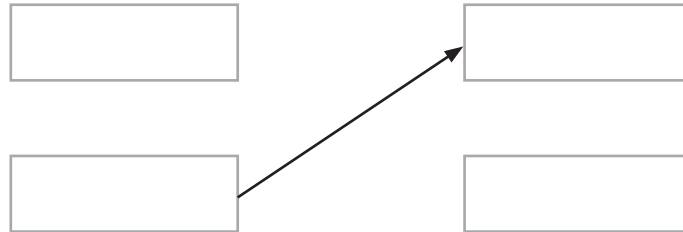
(1)

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(b) Complete the diagram by drawing arrows matching the types of impacts.

Below is an example of what to do.



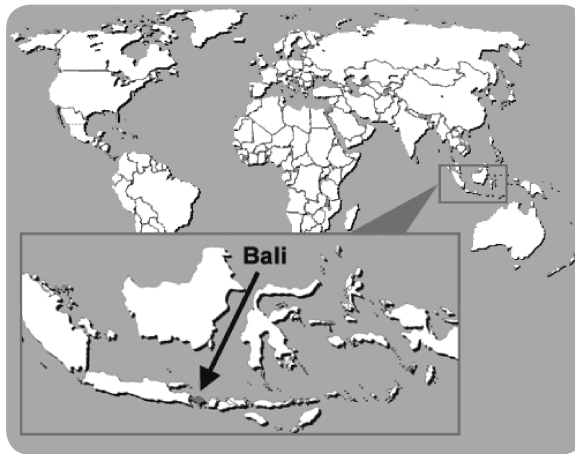
(3)

Impact	Type of impact
Crime	Positive impact on the local environment
Conservation	Negative impact on the local environment
Pollution	Negative impact on the local community



BALI

Bali is a tropical island located just south of the equator. It is part of the Republic of Indonesia.



(Image: © Nieonline)

Bali has a warm and sunny climate, with temperatures between 20°C and 33°C. The biggest attractions in Bali are its beautiful white sandy beaches such as Suluban Beach, popular with surfers. The coral reef at Jemeluk beach is popular with divers.

Surfing in Bali



Tropical beach in Bali



The rapid growth of tourism has had a big impact on Bali tradition and lifestyle. Tourists of all nationalities visit Bali mainly from Australia, Japan and China with smaller numbers from USA and Europe.

The Balinese People

Bali has a population of 3 million people. They are mainly Hindus and their religion, rituals and ceremonies form an important part of everyday life.

Life in Bali is centred on village communities. Temple ceremonies, marriage and farming are decided by a local community group called 'Banjar'. They have a meeting place which is used for regular gatherings and entertainment.



Temple in Bali



Ceremony in Bali



(Images: adapted from www.dailymail.co.uk/travel/holidaytypeshub/article-614938/Balis-feast-senses.html, www.balitourismboard.org/rejang-dance.jpg)

Rice farming, trading and fishing are a way of life in Bali. However, as tourism has grown, many young people have moved to jobs working in hotels, shops and restaurants. Some use their traditional craft-making skills to make clothes, pottery, baskets, wooden statues, masks and other souvenirs to sell to tourists.

Bali masks for sale



(Image: adapted from www.bali-travel-life.com/bali-masks.html)

The Natural Environment

In Bali there is a wide variety of plants. Coconut palms and bamboos are widespread.

The most common flowers are jasmine, water lilies and orchids. In everyday life, flowers are used as decorations in temples, as offerings for the gods, and during prayers. Traditional dancers wear blossoms in their hair.

Bali's wildlife includes various species of monkeys and deer. There are 300 species of birds including sea eagles, herons and the endangered Bali starlings. The underwater world of Bali has been noted as one of the best in the world with dolphin, shark and sun fish.

(Source: adapted from www.balitourismboard.org)



(d) Negative impacts at tourist destinations such as Bali can be managed in different ways.

Balinese cover-up

'Tourists in Bali could be prevented from wearing bikinis and other skimpy beachwear if a new law is passed next month.'

(Source: adapted from the *Sunday Times*, 21 September 2008 © Times Newspapers Ltd 2008)

(i) Explain why this 'cover-up' is being considered. (2)

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(ii) Identify **which method** is being used to manage this negative impact of tourism. (1)

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(iii) Suggest **one** other method that may be used to manage negative impacts at tourist destinations. (1)

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(Total for Question 3 = 14 marks)



4 The issue of sustainability has led to the introduction of a number of awards and measures to encourage leisure and tourism organisations to become more sustainable.

(a) What does GTBS stand for? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Green Transport Business Support
- B Green Tourism Business Scheme
- C Green Traveller Business Systems
- D Green Tourism Business Support

The Gambia Experience is a UK tour operator that has taken steps to become more sustainable. It works with the Tourism Industry Carbon Offset Service (TICOS) to help pay for projects such as the following:

TICOS PROJECT MAKES A REAL DIFFERENCE (TREE PLANTING IN THE GAMBIA)

The Gambia tree planting project has been designed by TICOS. All the costs have been paid for by money raised from the carbon offset programmes of three tour operators, including The Gambia Experience.

10,000 trees were planted during July/August 2007 in the south of the Gambia. These trees will offset a total of 5,000 tonnes of carbon dioxide (CO₂) emissions.

There are plans to plant another 10,000 trees in 2009. Local people have collected the tree seeds and these are now being grown on 'The Gambia is Good' community farm.

(Source: © Ticos)



Measures used to become more sustainable include carbon offset.

(b) Explain what is meant by 'carbon offset'. You may use examples you have researched or studied in class to support your answer.

(4)

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