

# Mark Scheme (Results)

## January 2011

GCSE

### GCSE in Leisure and Tourism (5LT03/01)

#### Unit 3: The Leisure and Tourism Environment

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## Assessment Objectives

There are three assessment objectives for GCSE in Leisure and Tourism. They detail the knowledge, skills and understanding that the learner is required to demonstrate.

For this qualification, assessment objective descriptions are given below.

<b>AO1</b>	<b>Demonstration of knowledge, understanding and skills</b> Recall, select and communicate their knowledge and understanding of a range of contexts.
<b>AO2</b>	<b>Application of knowledge, understanding and skills</b> Apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks.
<b>AO3</b>	<b>Research and analysis</b> Analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions.

Question Number	Answer	Mark
1 (a) AO1	<p>One mark for any correct factor: Must be unforeseen/uncontrollable event. E.g.</p> <ul style="list-style-type: none"> <li>• Acts of terrorism (1)</li> <li>• Major accidents (1)</li> <li>• Natural disasters (1)</li> <li>• Increases in cost of fuel (1)</li> <li>• Changes in exchange rates (1)</li> <li>• Changing tastes (0)</li> <li>• Consumer trends (0)</li> </ul>	(1)

Question Number	Answer	Mark
1 (b) AO2	<p>Up to 2 marks for each example. Marks for separate points or extended responses. One mark for two points. Two marks for one point with detail. It should be clear that example given is as result of recession.</p> <p>Examples will vary and are likely to include:</p> <ul style="list-style-type: none"> <li>• Airlines going out of business</li> <li>• Reduced prices - 'credit crunch lunch'</li> <li>• Reduced supply of holidays - increased cost of holiday</li> <li>• Sales of ski holidays at 10 year low</li> <li>• Chalet companies gone out of business</li> <li>• Airline routes cut</li> <li>• Budget airlines charging for luggage in hold</li> <li>• Increase in sales of package holidays</li> <li>• Big 4 tour operators merged</li> <li>• High street travel agencies closed</li> <li>• High profile restaurant closures</li> <li>• Sales of all inclusive holidays increased</li> </ul> <p>E.g.</p> <ul style="list-style-type: none"> <li>• 12 September 2008 XL Airlines went bankrupt and thousands of holidaymakers were stranded abroad (2)</li> <li>• For summer 2009 TUI cut supply and there was 14% fewer holidays on sale than summer 2008 to avoid having to cut prices (2)</li> </ul>	(4)

Question Number	Indicative content
<p>1 (c)</p> <p>QWC (i)(ii)(iii)</p> <p>A02 A03</p>	<p>Answers will vary but are likely to include some of the following. Do not penalise if have addressed tastes under lifestyles and vice versa.</p> <p><b>Changing tastes</b></p> <ul style="list-style-type: none"> <li>• People want to do something special or different and have grown tired of the traditional holiday.</li> <li>• People want more luxury and expect higher standards so traditional camping holidays will not appeal to them at all.</li> <li>• People now are more aware of environmental issues. The tree camping holiday means they can get close to nature and learn about the oak trees.</li> <li>• People don't want to fly abroad anymore because of worry over climate change and are looking for new experiences closer to home. The holiday in a gypsy caravan allows them to learn about a different way of life yet is much closer to home so they won't feel as guilty.</li> <li>• Fans of music festivals such as Glastonbury are no longer prepared to put up with being in a sea of tents with all the mud and problems with toilets that are reported every year. So the new style tents which are really glamorous allow them to enjoy the festival in comfort.</li> </ul> <p><b>Changing lifestyles</b></p> <ul style="list-style-type: none"> <li>• This is all about changing the way we live and more people see the benefits of outdoor living and being close to nature and camping is an obvious solution.</li> <li>• People's everyday lives are ruled by technology and this has speeded up the pace of life. Many people now want to 'get away from it all' and want holidays that de-stress. The holiday on a log raft means they can adopt a different lifestyle as it would be really relaxing and peaceful.</li> <li>• People want to try new outdoor activities and some of these holiday products/services offer them the chance to do that. For instance they can go tree climbing, canoeing and coastering.</li> <li>• People are beginning to be a lot more aware of the importance of trees and forests and more and more people have started planting trees. Many of these products involve the chance to enjoy spending time in a forest so they can appreciate them even more.</li> </ul>

Level	Mark	Descriptor
Level 0	0	No rewardable material.
Level 1	1-2	<p>Basic responses mainly theoretical/descriptive. Possibly limited reasoning/application. May not link to examples given. May be limited appreciation of consumer trends.</p> <p>Information is presented with limited organisation in a generally unstructured way. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.</p>
Level 2	3-4	<p>Responses with some explanation and/or focus on consumer trends and products and links to the development of the holidays/products given in the extract. Reference to holidays/products in relation to consumer trends is apparent but not fully developed. Responses may have either some explanation and little application, or some application and limited explanation.</p> <p>Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy, although spelling errors may still be found. Some terminology is used accurately and appropriately.</p>
Level 3	5-6	<p>Clear explanation that is well balanced and detailed. Refers to both types of trends. Focused responses, opinions given will be substantiated.</p> <p>Information is presented in a well structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors unusual. There is good use of accurate and appropriate terminology.</p>
		<b>Total for Question 1      11 marks</b>

Question Number	Answer	Mark
2 (a) A01	B - Hampshire	(1)

Question Number	Answer	Mark														
2 (b) A01	<p>One mark for each destination correctly labelled</p> <table border="1"> <thead> <tr> <th>Label</th> <th>Destination</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Conwy</td> </tr> <tr> <td>B</td> <td>Alton Towers Resort</td> </tr> <tr> <td>C</td> <td>London</td> </tr> <tr> <td>D</td> <td>Antrim Coast and Glens</td> </tr> <tr> <td>E</td> <td>Oban</td> </tr> <tr> <td>F</td> <td>Canterbury</td> </tr> </tbody> </table>	Label	Destination	A	Conwy	B	Alton Towers Resort	C	London	D	Antrim Coast and Glens	E	Oban	F	Canterbury	(6)
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Question Number	Answer	Mark
2 (c) A02	<p>Up to 2 marks for description of the role. Marks can be for separate points or extended responses.            1 mark for each point to a maximum of 2 marks.            2 marks for one point with detail.            E.g.</p> <ul style="list-style-type: none"> <li>• Has a website (1)</li> <li>• Promotes tourism (1)</li> <li>• Supports tourism industry (1)</li> <li>• Promotes the New Forest nationally and overseas (2)</li> <li>• Has a website with information on what to do in the New Forest (2)</li> <li>• Raises awareness of benefits of bringing more tourists to the area (2)</li> <li>• Runs marketing campaigns to attract more people to visit (2)</li> </ul>	(2)

Question Number	Answer	Mark
2 (d) (i) AO3	<p>Up to 3 marks for chosen feature. For third mark must be some explanation of appeal</p> <p>E.g.</p> <p><b>Natural attractions</b></p> <ul style="list-style-type: none"> <li>• The area is unspoilt (1)</li> <li>• The area has attractive scenery and lots of trees (1)</li> <li>• There is a mix of open heathland and woodlands (1)</li> <li>• People that visit countryside areas are looking for unspoilt scenery and peace and quiet and the New Forest offers this. It is a unique place with ancient woodlands and heath and is home to lots of wildlife. There is also the chance to see the New Forest ponies (3)</li> </ul> <p><b>Types of accommodation</b></p> <ul style="list-style-type: none"> <li>• There is a range of different types (1)</li> <li>• It has four of the best 200 hotels in the country (2)</li> <li>• There is something to suit everyone from luxury hotels for romantic breaks, small B&amp;Bs, campsites, where you can pitch your own tent, to log cabins in the woods (3)</li> </ul>	(3)

Question Number	Answer	Mark
2 (d) (ii) AO1	<p>Up to 2 marks for explanation. Marks can be for separate points or extended responses. 1 mark for each point to a maximum of 2 marks 2 marks for one explained point relating to appeal of feature to families.</p> <p>E.g.</p> <p><b>Natural attractions</b></p> <ul style="list-style-type: none"> <li>• It appeals to families as there is something for everyone to do (1)</li> <li>• It is a great place for children as there is lots of fresh air (1)</li> <li>• Families love the wide open spaces where children can run around freely; there are lots of activities to keep them busy such as trekking and walking (2)</li> <li>• The woods provide for lots of fun throughout the year and children will enjoy the nature walks led by wardens (2)</li> </ul> <p><b>Types of accommodation</b></p> <ul style="list-style-type: none"> <li>• There is accommodation to suit all budgets (1)</li> <li>• There is a range of accommodation suitable for families (1)</li> <li>• Some families prefer self catering as its cheaper and in the New Forest there are lots of options from cottages, cabins and campsites (2)</li> <li>• There are lots of campsites so they can take their own caravan or tent; this will appeal to the children as they will be free to run around (2)</li> </ul>	(2)
	<b>Total for Question 2</b>	<b>14 marks</b>



Question Number	Answer	Mark
3 (a) AO1	<p>1 mark for correct impact</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Improvements to transport (1)</li> <li>• Improvements to essential facilities for locals (1)</li> <li>• Dual use facilities/access to facilities provided for tourists (1)</li> <li>• Employment opportunities (1)</li> <li>• Improved quality of life (1)</li> <li>• Improved awareness of other cultures (1)</li> </ul>	(1)

Question Number	Answer	Mark
3 (b) AO1	<p>1 mark for correctly matching impact with type</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> <p><b>Impact</b></p> <div style="display: flex; flex-direction: column; gap: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Crime</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Conservation</div> <div style="border: 1px solid black; padding: 5px; width: 100px; margin: 0 auto;">Pollution</div> </div> </div> <div style="text-align: center;"> <p><b>Type of Impact</b></p> <div style="display: flex; flex-direction: column; gap: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 200px; margin: 0 auto;">Positive impact on the local environment</div> <div style="border: 1px solid black; padding: 5px; width: 200px; margin: 0 auto;">Negative impact on the local environment</div> <div style="border: 1px solid black; padding: 5px; width: 200px; margin: 0 auto;">Negative impact on the local community</div> </div> </div> </div> <p>Crime linked to Negative impact on the local environment Pollution linked to Negative Impact on the local community.</p> <p>1 mark for each.</p>	(3)

Question Number	Indicative content
<p>3 (c)</p> <p>QWC (i)(ii)(iii)</p> <p>A01 A03</p>	<p>Likely to consider:</p> <p><b>Negative impacts on local community</b></p> <ul style="list-style-type: none"> <li>• Loss of traditions and culture</li> <li>• Disruption to way of life, village community may split up, young people do not listen to village leaders</li> <li>• Crime</li> <li>• Young people move away from villages to work in beach resorts</li> <li>• Young people see Australian surfers and take up their customs and traditions and become more westernised</li> <li>• Tourists from different cultures may not respect their customs</li> </ul> <p><b>Positive impacts on local community</b></p> <ul style="list-style-type: none"> <li>• Jobs and employment opportunities in hotels, bars and restaurants</li> <li>• Improved quality of life - sell handicrafts so can make money, not rely on farming and fishing, can buy things with money</li> <li>• Awareness of other cultures as will meet people from all over the world</li> <li>• Keeps traditions going such as craft-making</li> </ul> <p><b>Negative impacts on local environment</b></p> <ul style="list-style-type: none"> <li>• Diving - damage coral reefs</li> <li>• Diving, swimming and surfing may kill off fish or they may move away</li> <li>• Loss of habitats for wildlife, nests of sea eagles as hotels developed</li> <li>• Threat to species - Bali starling</li> <li>• Lose plants and flowers as more building will be bad for local ceremonies as they need special flowers</li> </ul> <p><b>Positive impacts on local environment</b></p> <ul style="list-style-type: none"> <li>• Create nature reserves to protect habitats</li> </ul>

Level	Mark	Descriptor
Level 0	0	No rewardable material.
Level 1	1-2	<p>Basic responses mainly descriptive. Possibly limited reasoning/application.</p> <p>Information is presented with limited organisation in a generally unstructured way. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.</p>
Level 2	3-4	<p>Responses with some analysis and/or application to Bali. Reference to impacts is apparent but not fully developed. Responses may have either some analysis and little application, or some application and limited analysis. May focus on one type of impact.</p> <p>Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy, although spelling errors may still be found. Some terminology is used accurately and appropriately.</p>
Level 3	5-6	<p>Clear analysis that is well balanced and detailed. Refers to both types of impacts. Focused responses/opinions given will be substantiated. Information is presented in a well structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors unusual. There is good use of accurate and appropriate terminology.</p>

Question Number	Answer	Mark
3 (d) (i) A02	<p>Up to 2 marks for explanation</p> <ul style="list-style-type: none"> <li>• It offends their culture (1)</li> <li>• Wearing a bikini is offensive to the local people (1)</li> <li>• The local people wear clothes that cover most of their bodies (1)</li> <li>• They have tried other methods and everything else has failed (1)</li> <li>• Showing so much flesh is disrespectful to the local religion and offends locals (2)</li> <li>• Tourists cannot be trusted to dress appropriately so the ban is needed to make them show some respect (2)</li> </ul>	(2)

Question Number	Answer	Mark
3 (d) (ii) A01	<p>1 mark for identifying correct method</p> <ul style="list-style-type: none"> <li>• Legislation / New law / make it legal (1)</li> </ul>	(1)

Question Number	Answer	Mark
3 (d) (iii) A01	1 mark for suggestion - Eg. <ul style="list-style-type: none"> <li>• Planning (1) e.g. Height restrictions</li> <li>• Managing visitors (1) e.g. Timed entries</li> <li>• Managing traffic (1) e.g. Park &amp; Ride</li> <li>• Education (1) e.g. Signs / Leaflets</li> </ul>	(1)
	<b>Total for Question 3</b>	<b>14 marks</b>

Question Number	Answer	Mark
4 (a) AO1	B - Green Tourism Business Scheme	(1)

Question Number	Answer	Mark
4 (b) AO1	<p>Up to 4 marks for explanation of carbon offset. Marks can be for separate points or extended responses.  1 mark for each point to a maximum of 4 marks  2 marks for each of two explained points with detail  4 marks for one developed explanation. Credit understanding, do not have to relate to organisations, accept generic response. Credit examples as appropriate.</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Programmes that support or fund renewable energy (1)</li> <li>• This is where they plant trees to offset carbon dioxide emissions (1)</li> <li>• Trees are planted (1), these will release oxygen which is good for life (1)</li> <li>• Trees are planted (1) and these absorb CO<sub>2</sub> (1)</li> <li>• CO<sub>2</sub> is released into the atmosphere by air travel and there is a fear that this is causing climate change (1)</li> <li>• A scheme to plant a certain number of trees for each plane journey so you become carbon neutral as the CO<sub>2</sub> pollution released by the plane journey is balanced and can be absorbed by the trees that will also release oxygen (4)</li> <li>• Air travel increases the amount of CO<sub>2</sub> in the atmosphere. Travel companies agree to plant a number of trees for each flight they are responsible for to reduce the amount of CO<sub>2</sub> in the atmosphere. The trees will absorb the CO<sub>2</sub> the planes have emitted to reduce the harmful effects to the planet (4)</li> </ul>	(4)

Question Number	Answer	Mark
4 (c)  AO1 AO3	<p>Up to 6 marks for description. Marks can be for separate points or extended responses. Maximum of 3 marks for a list.</p> <p>For full marks there must be more than one advantage.</p> <ul style="list-style-type: none"> <li>• Improved image (1)</li> <li>• Climate change is now a big concern (1) so will be good publicity for TGE (1)</li> <li>• Shows commitment to environment</li> <li>• Shows they care about the local people in the Gambia as well because they are involved in collecting seeds so the project will feel like it belongs to them rather than an overseas company (3)</li> <li>• More bookings as people who feel guilty about air travel more likely to book with TGE than other operators (3)</li> </ul>	(6)
	<b>Total for Question 4</b>	<b>11 marks</b>

Total for paper - 50 marks

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