

Mark Scheme (Result)

January 2012

GCSE Leisure and Tourism (5LT03)
Paper 01 The Leisure and Tourism
Environment

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our qualifications website at www.edexcel.com. For information about our BTEC qualifications, please call 0844 576 0026, or visit our website at www.btec.co.uk.

If you have any subject specific questions about this specification that require the help of a subject specialist, you may find our Ask The Expert email service helpful.

Ask The Expert can be accessed online at the following link:

<http://www.edexcel.com/Aboutus/contact-us/>

Alternatively, you can speak directly to a subject specialist at Pearson about Edexcel qualifications on our dedicated Leisure, Travel and Tourism telephone line: 0844 372 2185

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

June 2011

Publications Code UG030722

All the material in this publication is copyright

© Edexcel Ltd 2011

Question Number	Answer	Mark
1(a)	1 mark for correct response <ul style="list-style-type: none"> • C changing holiday patterns 	(1)

Question Number	Answer	Mark
1(b)(i)	1 mark for appropriate example. Credit specific examples: Eg: <ul style="list-style-type: none"> • Earthquake (1) • Volcanic ash cloud (1) • Floods (1) Or any other appropriate suggestion	(1)

Question Number	Answer	Mark
1(b)(ii)	Up to 3 marks for description of how natural disaster could affect the L&T industry. <i>Question has been changed, some answers deleted.</i> Eg: <ul style="list-style-type: none"> • Earthquakes cause a lot of destruction (1) tourists will be too scared to go there afterwards (1) • Hurricanes can demolish hotels (1) and tour operators have to offer alternative holidays to customers (1) • Sports stadiums and venues may lose their roofs in tornadoes (1) and concerts and games have to be cancelled and rescheduled (1) • In March 2010 Chile was hit by an earth quake and British tourists were stuck there (1) and could not get home (1). Tour operators had to offer alternative holidays (1) • In April 2010 a volcano in Iceland erupted and a big cloud of ash filled the sky (1). Flights were cancelled because it was too dangerous to fly through it (1); there was chaos at airports such as Heathrow where passengers were stranded (1) • In February 2010 there was flooding in Peru and this led to mudslides on the Inca Trail to Macchu Picchu (1). Roads were destroyed and trains could not get there (1). The ruined city was cut off for four months and tourists had to be rescued on foot (1). <p><i>For full marks must be relevant to leisure/tourism industry and or customers/tourists. May be implied.</i></p>	(3)

Question Number	Answer	Mark
1(c)(i)	1 mark for correct response: <ul style="list-style-type: none"> A - 2010 	(1)

Question Number	Answer	Mark
1(c)(ii)	Up to 2 marks for description. 2nd mark for detail. Expect some application to data given. Eg: <ul style="list-style-type: none"> It fell (1) The pound got weaker (1) The euro became stronger (1) The value of the pound against the euro overall weakened falling from a high of £1 = 1.62 euros in 2002 to being worth only 1.12 euros in 2010. (2) 	(2)

Question Number		Indicative Content
1(d) QWC		<ul style="list-style-type: none"> • Tour operators might go out of business. • If there are over 1 million holidays that don't sell tour operators will lose a lot of money. • The UK will get more visitors from Europe as it will appeal because they get more for their money. • Package holidays to Europe have not sold as people have been put off buying due to low exchange rate. European holidays are now expensive. Even though tour operators have cut the prices of their holidays it might not be enough to persuade people to book because even though the holiday is cheap, eating out will be expensive as now £1 is practically the same as 1 euro. • Tour operators might have to offer more all inclusive holidays. Self catering holidays in Spain have 40% off but people will have to buy all their food and drinks. With all inclusive they know how much the holiday will cost. • The article says that some tour operators are selling holidays for £150, with 70% off and Thomas Cook has said its profits are low. This means that tour operators and airlines may go bankrupt if they sell holidays too cheaply and don't make enough profit. • More people will come to the UK as the pound is weak against the Euro and so overseas visitors will find the UK is cheap. • Domestic tourism will increase as more people stay in the UK on a 'staycation'. This means that British holiday parks, campsites and hotels will make more money as they get more bookings. • If more people holiday at home then leisure organisations such as theme parks, leisure centres, cinemas will make more money because if the weather is bad people will need somewhere to go/day trips. <p><i>Candidates are not expected to deal with every point and may be rewarded well for a comparatively small number of points if these are developed and sustained.</i></p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application. 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.
2	3-5	Responses with some explanation/application. Responses may have clear application and some explanation or some application and clear assessment. May consider one aspect. 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.
3	6	Focused responses with sustained explanation and application to exchange rates and influences on industry and organisations. Considers both aspects. 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.

Total for Question 1 = 14 marks

Question Number	Answer	Mark
2(a)	1 mark for correct response: D - Northern Ireland	(1)

Question Number	Answer	Mark	
2(b)	1 mark for each correct label	(6)	
	Label		Destination
	B		Whitby
	D		Loch Lomond and Trossachs
	A		Bangor
	C		Belfast
	E		Centre Parcs - Sherwood Forest
	F		Stratford-upon-Avon

Question Number	Answer	Mark
2(c)	<p>Up to three marks for description of each feature. Up to two marks for generic descriptions of business travel destination features.</p> <p>(i)Transport services links Eg.</p> <ul style="list-style-type: none"> • It is easily accessible (1) • It is accessible by air from the rest of the UK (1) and has two airports (1) Belfast International and City (1) • Business travel destinations like Belfast appeal by being accessible by air (1) customers need to get there quickly and comfortably. There are two airports to choose from (1) and they are served by main and regional airports such as Leeds (1) <p>(ii)Types of Accommodation</p> <ul style="list-style-type: none"> • There is a range of serviced accommodation that is suitable for business travellers (1) • There are a number of four and five star hotels (1) close to the airports which would be handy for business people travelling to meetings (1) • Business people want luxury accommodation and Belfast has a number of four and five star hotels (1) such as the Marriott, Radisson Blu in the centre (1). • Close to the International airport on the outskirts of the city (1) there is the Hilton Templepatrick Hotel and Country Club (1). Here rooms have Wi-fi access and there is a golf course and pool to relax after meetings (1) <p><i>For full marks must be appropriate to Belfast/business travel destinations.</i></p>	(6)

Total for Question 2 = 13 marks

Question Number	Answer	Mark
3 (a)(i)	<p>1 mark for identifying one negative impact on the local environment:</p> <p>Eg</p> <ul style="list-style-type: none"> • Habitat loss (1) • Pollution (1) • Traffic congestion (1) • Overcrowding (1) • Loss of wildlife (1) 	(1)

Question Number	Answer	Mark
3 (a)(ii)	<p>Up to 2 marks for description of one negative impact given in (a)(i). Credit examples.</p> <p>Eg</p> <p>Habitat loss</p> <ul style="list-style-type: none"> • Animals have nowhere to live (1) • When a new hotel or leisure park is built the area is cleared (1). The creatures living there will be killed and will move away (1) • Land that could have been home to wild animals and plants is built on (1) and they may die out (1) <p>Pollution</p> <ul style="list-style-type: none"> • Car fumes and litter (1) • Tourists leave their rubbish behind (1) such as from picnics, crisp packets, cans and bottles (1). • Litter such as cans and crisps packets (1) looks a mess and is also dangerous for small animals that might eat it. (1) 	(2)

Question Number	Answer	Mark
3 (b)	<p>1 mark for correct match</p>	(3)

Question Number		Indicative Content
3(c) QWC *		<ul style="list-style-type: none"> • Traffic is prevented from going into Lindos. This is good because the streets are too narrow and it would cause congestion and pollution. • There is a car park for cars and a mini-bus - this is good because it keeps traffic out of the village. It is easy for tourists. • In some ways it is bad as people with heart problems or who are unfit won't be able to climb so high. • Families with prams and young children and people in wheelchairs cannot get to the top to see the ancient Greek temple or the views of the bay. • Donkeys being used to carry tourists up the steep hill is good and bad. As donkeys always used to transport goods around they are used to it and it helps people who can't walk uphill. But it's also bad because some people may think this is cruel and people should make the effort to walk up the hill. The donkeys may not be looked after properly. • There is a bus and boat service to encourage people not to go by car. • The car park may get full and then people will just leave their cars anywhere. <p><i>Candidates are not expected to deal with every point and may be rewarded well for a comparatively small number of points if these are developed and sustained.</i></p> <p>The candidate's responses may not coincide with examiner's views but answers should be marked positively</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application. 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.
2	3-5	Responses with some assessment/application. Responses may have clear application and some assessment or some application and clear assessment. May consider visitor or traffic management. 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.
3	6	Focused responses with sustained assessment and application to Lindos. Considers both visitor and traffic management. 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.

Total for Question 3 = 12 marks

Question Number	Answer	Mark
4(a)	1 mark for correct response <ul style="list-style-type: none"> • C Re-live 	(1)

Question Number	Answer	Mark
4(b)	Up to 6 marks available for realistic/appropriate suggestions. Marks increase for detail. E.g.: <ul style="list-style-type: none"> • Have compost toilets (1) • Car share (1) • Hire out tents (1) • Repair damaged equipment (1) • Use wind power (1) • Litter pickers (1) • Provide transport (1) • Provide luggage service (1) • Re-use glasses (1) • Pay to bring back bottle (1) • More signs for recycling (1) 	(6)

Question Number	Answer	Mark
4(c)(i)	1 mark for each advantage to organisations. Maximum one mark for general advantages Eg: <ul style="list-style-type: none"> • Good for image/reputation(1) • More business(1) • Attract people who care about environment(1) 	(2)

Question Number	Answer	Mark
4(c)(ii)	1 mark for each disadvantage to organisations. Maximum one mark for general disadvantages. Eg: <ul style="list-style-type: none"> • Costs money to introduce new technologies(1) • Costs money to train staff(1) • May need more people(1) • May not get money back(1) • May have to put ticket prices up (1) 	(2)

Total for Question 4 = 11 Marks
Total for Paper = 50 Marks

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467

Fax 01623 450481

Email publication.orders@edexcel.com

Order Code UA030152 January 2012

For more information on Edexcel qualifications, please visit
www.edexcel.com/quals

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

