

# Mark Scheme (Results)

January 2013

GCSE Leisure and Tourism (5LT03)  
Unit 3: The Leisure and Tourism  
Environment

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Question Number	Answer	Mark
<b>1(a)</b>	1 mark for correct response <ul style="list-style-type: none"> <li>• B - TV</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>1(b)</b>	1 mark for correct factor. Credit appropriate examples, e.g. floods. E.g.: <ul style="list-style-type: none"> <li>• Technological developments/mobile phones/CCTV (0)</li> <li>• Acts of terrorism (1)</li> <li>• Natural disasters (1)</li> <li>• Unforeseen events (1)</li> <li>• Changes to holiday patterns (1)</li> <li>• Consumer trends (1)</li> <li>• Recession (1)</li> <li>• Changes to family patterns (1)</li> </ul> <p><i>This list is not exhaustive. Does not have to be exact wording.</i></p>	<b>(1)</b>

Question Number	Answer	Mark
<b>1(c)</b>	Up to 4 marks for description. Marks increase for detail. For maximum marks must be more than one way. E.g.: <ul style="list-style-type: none"> <li>• Free advertising (1)</li> <li>• If get good reviews (1) they may get more customers (1) (or vice versa but only credit once for impact on visits)</li> <li>• They can use it as free feedback (1) and make improvements where necessary (1)</li> <li>• Allows hotel managers (1) to reply to complaints directly (1) this can be done easily (1) and quickly (1)</li> </ul>	<b>(4)</b>

Question Number		Indicative Content
<b>1(d)(i) QWC*</b>		<p>Responses likely to refer to: <b>Home computers/Socialising online/ Keeping fit at home/ Home cinemas</b></p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Growth in home computer ownership new games technologies</li> <li>• Exercise at home Wii-Fit</li> <li>• Streaming music onto TV</li> <li>• If miss TV programme can now watch later e.g. BBC iPlayer</li> <li>• Growth of social media such as Facebook, Twitter</li> <li>• 'Sofalising' – people can socialise from home on their iPhones</li> <li>• Growth of eBay</li> <li>• Improved security for making bookings online</li> <li>• Improved video technology, 7:1 surround sound systems, built in speakers</li> <li>• Home cinema systems and projectors – media rooms as good as being at cinema</li> <li>• More activities can be done at home because of technology</li> </ul> <p>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.</p>
Level	Mark	Descriptor
	0	No rewardable material. Basic response, mainly descriptive.
<b>1</b>	1-2	<p>Basic response, mainly descriptive. At this level may just describe what people now do at home or list technological developments.</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>
<b>2</b>	3-4	<p>Some explanation that refers to technological development and change.</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>
<b>3</b>	5-6	<p>Clear explanation of changes to home based leisure, well balanced and detailed. Refers to more than one technological development.</p> <p>Information is presented in a well-structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology.</p>

Question Number	Answer	Mark
<b>1(d)(ii)</b>	<p>Up to 2 marks for effects. For full marks must link to organisations</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Fewer customers (1)</li> <li>• Gone out of business (1)</li> <li>• Gyms/sports centres/cinemas losing money (1) fewer people go can exercise/watch movie at home (1)</li> <li>• Gyms/sports centres/cinemas having to think of new ways (1) to attract/keep customers (1)</li> <li>• Gyms/sports centres/cinemas having to invest in the latest technology (1) to offer activities/experiences that can't be done at home (1)</li> </ul>	<b>(2)</b>

**Total Marks Question 1 - 14 marks**

Question Number	Answer	Mark
<b>2(a)</b>	D – Scottish Tourist Board (VisitScotland)	<b>(1)</b>

Question Number	Answer	Mark
<b>2(b)</b>	<p>1 mark for each way. Max 1 for repeats.</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Improve the area (0)</li> <li>• Website (1)</li> <li>• Advertise – TV/paper/internet/social media (1) max 1 for where advertise</li> <li>• Form partnerships with organisations/joint promotion (1)</li> <li>• Hold special events (1)</li> <li>• Email special offers (1)</li> <li>• Give tourist information in leaflets/website (1) - max 1 for how/where/what</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark														
<b>2(c)</b>	<table border="1"> <thead> <tr> <th>Label</th> <th>Destination</th> </tr> </thead> <tbody> <tr> <td>B</td> <td>Aviemore</td> </tr> <tr> <td>F</td> <td>Cardiff</td> </tr> <tr> <td>A</td> <td>Dartmoor</td> </tr> <tr> <td>E</td> <td>Derry</td> </tr> <tr> <td>C</td> <td>Warwick</td> </tr> <tr> <td>D</td> <td>Whitby</td> </tr> </tbody> </table>	Label	Destination	B	Aviemore	F	Cardiff	A	Dartmoor	E	Derry	C	Warwick	D	Whitby	<b>(6)</b>
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Question Number	Answer	Mark
<b>2(d)</b>	<p>Up to 4 marks for explanation. For full marks must be explained and applied.            1 mark for explained point (1x4)            2 marks for explained point with detail (2x2)            4 marks for sustained explanation with detail and applied to Glasgow.            E.g.:</p> <ul style="list-style-type: none"> <li>• Creates jobs/money (0 marks for impacts)</li> <li>• It is a famous event (1)</li> <li>• It will improve Glasgow's reputation as a tourist destination (1)</li> <li>• There will be a chance to see famous athletes from all over the world (1)</li> <li>• Glasgow will be in the news across the world (1)</li> <li>• People will hear about Glasgow (1)</li> <li>• People will be interested in visiting Glasgow (1)</li> <li>• People will see Glasgow on TV (1) and may decide to go there on holiday (1)</li> <li>• The event will help improve the image of Glasgow (1) as an important tourist destination (1)</li> <li>• Glasgow was chosen and had to compete with other destinations (1) this shows it must have something special to offer (1) and have top class sporting facilities (1) so more people will want to go there (1)</li> <li>• Some people who go to watch the Games in 2014 may like the city (1) and go back there for a holiday (1) and so holding the event will raise awareness (1) and help Glasgow attract more visitors in the future (1)</li> </ul>	<b>(4)</b>

**Total for Question 2 – 13 marks**

Question Number	Answer	Mark
3(a)	<p>Up to three marks for explanation of impact. Maximum two marks if no explanation. Credit examples if given. If impact given is environmental (pollution/congestion etc) but explanation relates to 'disruption to everyday life' credit up to a max of 2 marks)</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Disruption to everyday life (1)</li> <li>• Crime (1)</li> <li>• Prostitution (1)</li> <li>• Loss of culture (1)</li> <li>• Westernisation (1)</li> <li>• Conflict (1) hostility and resentment (1)</li> <li>• Increased cost of living (1)</li> <li>• Increased cost of housing (1)</li> </ul> <p><b>Disruption to everyday life</b></p> <ul style="list-style-type: none"> <li>• Where local people are late for work (1)</li> <li>• As many tourists travel by car (1) this means that local people can't find anywhere to park in town (1) and they might be late for work (1)</li> </ul> <p><b>Westernisation</b></p> <ul style="list-style-type: none"> <li>• Locals become westernised (1)</li> <li>• Local people leave their traditional way of life (1)</li> <li>• Local people may move to work in coastal resorts (1) so that they can earn more money (1) rather than staying in villages and working the land (1)</li> </ul> <p>Credit relevant impacts focused on how tourism affects local communities</p>	(3)

Question Number	Answer	Mark
<b>3(b)</b>	<p>Up to two marks for description of term – for two marks must refer to environment and people. Up to a max of 2 marks for appropriate example with detail / development. This could be an eco lodge, holiday, tour operator. Credit for understanding.</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Eco-friendly tourism (0)</li> <li>• Tourism that is environmentally friendly (1)</li> <li>• Tourism that is good for the environment (1)</li> <li>• Tourism that benefits local people (1)</li> <li>• Responsible travel to natural areas that conserves the environment and improves the well-being/welfare of local people (2)</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>• ecoDestinations – recognised for being responsible (1)</li> <li>• EcoLodge (1) Shagra Village, Egypt (1)</li> </ul> <p>Accept awards schemes as enhancing products</p> <ul style="list-style-type: none"> <li>• TIES – The International Ecotourism Society code of conduct (1)</li> <li>• Responsible tourism awards (1)</li> <li>• Best Green Tour Operator (1)</li> </ul>	<b>(3)</b>



Question Number		Indicative Content
3(c) * QWC		<p>E.g.: Likely to refer to:</p> <p><b>Positive Impacts:</b></p> <ul style="list-style-type: none"> <li>• Locals can get jobs in hotels and attractions e.g. Pencil Museum</li> <li>• Area is protected and conserved</li> <li>• People learn about other cultures overseas visitors</li> <li>• Creates jobs and money for local people – locally owned B&amp;Bs</li> <li>• People from all over world, so brings in foreign currency</li> <li>• Money gained from tourism can help conserve environment</li> <li>• Multiplier effect</li> <li>• Culture preserved – Dove Cottage</li> </ul> <p><b>Negative Impacts</b></p> <ul style="list-style-type: none"> <li>• Cost of maintaining footpaths</li> <li>• Congestion on roads – 89% arrive by car</li> <li>• Disruption to locals everyday lives – cars nowhere to park, traffic jams and noise</li> <li>• Jobs may be low paid</li> <li>• Jobs may be seasonal</li> <li>• High number of second homes 15% leads to high house prices</li> <li>• Erosion of footpaths by so many people’s feet e.g. Striding Edge and Helvellyn</li> <li>• Litter hazard for wildlife and looks a mess</li> <li>• Boats on the lake Windermere might scare animals</li> </ul> <p>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.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited responses, mainly descriptive with limited reasoning.</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>
<b>Level descriptors continue on the next page.</b>		

<b>2</b>	4-6	<p>Some analysis applied to the Lake District. May consider either positive or negative impacts.</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>
<b>3</b>	7-8	<p>Clear and detailed analysis, responses consistently linked to the scenario. Considers both positives and negatives.</p> <p>Information is presented in a well-structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology.</p>

**Total for Question 3 – 14 marks**

Question Number	Answer	Mark
<b>4(a)</b>	<p>Candidates may refer to sustainability in the context of transport, development, projects or give examples.</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• Does not harm the environment (0)</li> <li>• Sustainability means when something is protected for the future (1)</li> <li>• Still there in the future (1)</li> <li>• Using renewable energy (1)</li> <li>• Can be used again (1)</li> <li>• Meets needs of present without compromising the ability of future generations to meet their own needs (1) (<i>dictionary definition sustainable development</i>)</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>4(b)</b>	<p>1 mark for each measure E.g.:</p> <ul style="list-style-type: none"> <li>• Solar power (0)</li> <li>• Monitoring water use (1)</li> <li>• Protecting culture (1)</li> <li>• Encourages guests to support the local turtle conservation activities of Kosgoda Sea Turtle Hatchery (1)</li> <li>• Creating jobs for local youths (1)/Beach Operators (1) / Local youths employed to give environmental and cultural tours (1) MAX 1</li> <li>• Protecting the wildlife (1)</li> <li>• Self sufficient/organic vegetable garden (1)</li> <li>• Setting up charity (1)</li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
<b>4(c)</b>	<p>Up to 4 marks for explanation. Maximum of 2 marks for explanation of general advantages. E.g.:</p> <ul style="list-style-type: none"> <li>• Good image/reputation/PR (1)</li> <li>• Can use in adverts (1)</li> <li>• Known around the world (1)</li> <li>• Saves them money (1) if they reduce energy (1) grow own food (1)</li> <li>• The GG logo is widely recognised (1) so they can use it in their brochure or website to offer more than their competitors (1) and reassure people they are 'green' (1)</li> <li>• Today people want to know that the environment (1) in holiday destinations are protected (1) and the GG is a reliable, worldwide scheme (1) so they will be more likely to stay at the BB resort than at others (1)</li> </ul>	<b>(4)</b>

**Total for Question 4 – 9 marks**

**Total for Paper - 50 marks**

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Welsh Assembly Government

