

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Leisure and Tourism

Unit 3: The Leisure and Tourism Environment

Wednesday 22 May 2013 – 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 2(d) and 3(b)(ii). These questions are indicated with an **asterisk** (*)
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

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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PEARSON

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

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

1 The leisure and tourism industry is influenced by many factors. One of these factors is unforeseen and uncontrollable events.

(a) Which **one** of the following is an example of an unforeseen and uncontrollable event? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Climate
- B GPS
- C Changing tastes
- D Terrorism



Technological development is one other factor influencing the leisure and tourism industry.

A museum in Bristol called the M Shed, is celebrating after receiving an award for Digital Access onsite.

The M Shed received its award for its PenFriend Audio Access project. The PenFriend is an audio device, designed by the Royal National Institute for the Blind (RNIB); the service is available free for blind visitors and for those who have disability in reading print. The PenFriend project cost £2,000 and around 31 days of staff time to set up.

(Source: adapted from www.guide2bristol.com)

(c) Explain the advantages and disadvantages of audio devices, such as the PenFriend, to organisations in the leisure and tourism industry such as museums.

(4)

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(d) Other than audio devices, identify an example of a **recent** technological development that has influenced the leisure and tourism industry.

(1)

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(Total for Question 1 = 12 marks)



2 Purpose built destinations are one type of popular tourist destination in the UK. Aviemore is an example of a purpose built destination.

(a) Which **country** is Aviemore located in? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Scotland
- B Northern Ireland
- C Wales
- D England

(b) Name **one** national tourist board and describe its role.

(3)

National tourist board

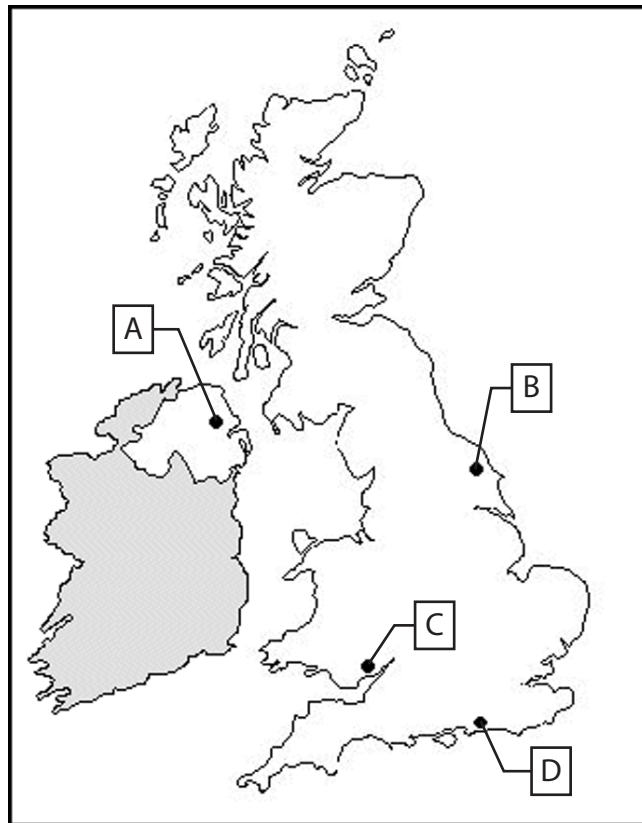
Role



(c) Complete the following table by identifying each of the **purpose built destinations** labelled A–D on the map.

(4)

Label	Purpose built destination
A	
B	
C	
D	



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)



***(d)** Different types of tourist destinations may appeal to different types of customers.

Compare the appeal of purpose built destinations, such as Aviemore and Alton Towers, with seaside destinations, such as Blackpool and Newquay, to families with young children. In your answer you should refer to specific features of destinations.

(6)

Dotted lines for writing the answer.

(Total for Question 2 = 14 marks)





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3 Tourism has many impacts on tourist destinations and the people who live there.

(a) (i) Which **one** of the following is a **positive** impact of tourism on local communities? Choose an answer A, B, C or D and put a cross in the box. (1)

- A Increased cost of housing
- B Increased employment
- C Conservation
- D Crime

(ii) Explain why 'westernisation' is a negative impact of tourism. (3)

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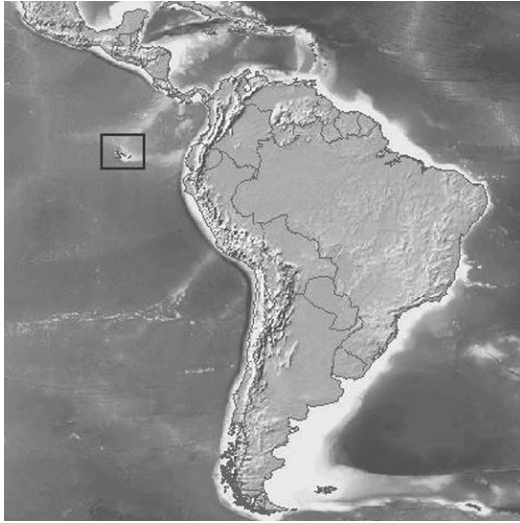
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Read the following information before answering Question 3(b).

Managing tourism in the Galapagos Islands



The Galapagos Islands

The Galapagos Islands are a remote group of volcanic islands west of Ecuador in the Pacific Ocean.

The islands are home to bird and animal species that are not found anywhere else in the world. They have no fear of humans and offer a rare opportunity for watching wildlife close-up.



Unspoilt coastline



Swimming with marine iguana



Giant Tortoise

In 2011 the islands received 150,000 visitors and numbers are growing rapidly. Tourism generates £110 million a year for Ecuador.

Tourism on the islands is managed by the Galapagos Islands National Park Authority. The islands of Isabela, Santa Cruz and San Cristobal receive the most visitors. Tourism to these islands is divided into different zones:

Zone 1 – The number of visitors is limited to groups of sixteen, one group at a time. The sites can only be accessed by small boats.

Zone 2 – Larger sized groups and more than one group at a time are allowed. The sites are used by larger boats including cruise ships.

Zone 3 – These sites are only on the inhabited islands and have the fewest restrictions. Camping and hiking are allowed but helicopter flights are banned.





110 passenger deluxe cruise ship



16 passenger luxury motor yacht

Boat tours of the islands are also controlled by zones according to where snorkelling can take place or whether scuba diving is permitted.

All visitors have to be accompanied by licensed guides and the islands run a training programme for these guides.

In 2000, the Galapagos Islands National Park Authority began monitoring visitor sites.

In 2012, new rules were imposed to limit the number of cruise passengers visiting the Galapagos Islands. Each cruise ship is only allowed to stay for a maximum of four nights and five days.

Also, under the new rules, the islands of Española, Genovesa and Fernancina will be opened to visitors and will permit the arrival of smaller boats.

(Sources: Giant Turtle photo by Josh Steinitz © Nile Guide (2004), South America map from @demis.nl, article text adapted from © Travel Weekly - Reproduced with Kind Permission)

(b) (i) Use the information to identify **four** ways the impacts of tourism are being reduced in the Galapagos Islands.

(4)

1

2

3

4



4 The issue of sustainability has led to leisure and tourism organisations looking at ways of becoming more sustainable.

- (a) Which **one** of the following is the correct term for the scheme some airlines and tour operators use to make up for their high levels of pollution emissions?
Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Carbon dating
- B Carbon footprint
- C Carbon off-set
- D Carbon dioxide



Read the following information before answering Question 4(b).

The Green Tourism Business Scheme

The Green Tourism Business Scheme (GTBS) has been running since 1997 and with over 2000 members across the UK it is the largest and most established scheme of its type in the world. It is recognised by the UK government as a crucial part of its drive towards sustainability.

Businesses that join the scheme are assessed against a set of criteria, covering a range of areas.

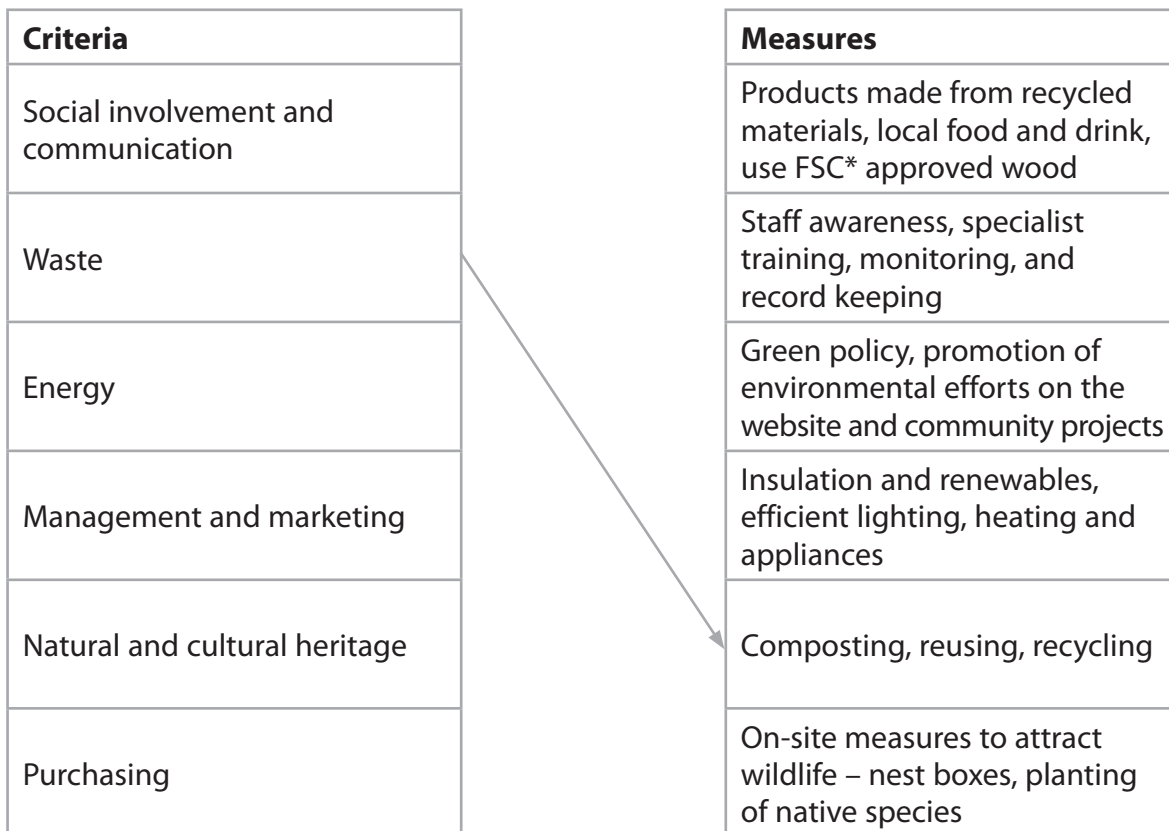
The aim of the scheme is to offer guidelines to tourism businesses on how to make their operations sustainable whilst still delivering a high quality service.

(Source: Reproduced with Kind Permission of www.green-business.co.uk)

- (b) (i) The diagram shows some of the criteria used in the GTBS on the left-hand side and measures for sustainability on the right-hand side.

Complete the diagram by drawing arrows to match each of the criteria given to the appropriate measure. An example has been given.

(5)



GTBS award scheme: Criteria and measures for sustainability

*FSC is a global, not-for-profit organisation dedicated to the promotion of responsible forest management worldwide.



(ii) Waste is one criteria for measuring sustainability. Two more criteria for sustainability in the GTBS are:

- water
- transport.

Suggest **two** measures a visitor attraction could take to meet each of the criteria.

An example for 'waste' is given.

(4)

Waste

Measure 1 – Put compost bins in the kitchens.

Measure 2 – Recycle glass, paper and plastic.

Water

Measure 1

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Measure 2

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Transport

Measure 1

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Measure 2

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(Total for Question 4 = 10 marks)

TOTAL FOR PAPER = 50 MARKS



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