

# Mark Scheme (Results)

Summer 2015

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

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
<b>1 (a)(i)</b>	<p>1 mark for appropriate example. Credit any natural disaster:</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Earthquake (1)</li> <li>• Tornado (1)</li> <li>• Volcanic ash cloud (1)</li> <li>• Floods (1)</li> <li>• Tsunami (1)</li> </ul> <p>Credit any other valid example</p>	<b>(1)</b>

Question Number	Answer	Mark
<b>1 (a)(ii)</b>	<p>Up to 4 marks for explanation of how natural disaster given in 1(a)(i) affected the leisure/tourism industry. Must be explained and applied for full marks. 2x2 or 1x4</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Earthquakes cause a lot of destruction (1) tourists will be too scared to visit affected destinations (1).</li> <li>• <u>Tornadoes can demolish hotels (1) and so</u> tour operators will have to offer alternative holidays for affected customers (1).</li> <li>• Sports or concert venues may lose their roofs in tornadoes (1) and events will have to be cancelled (1).</li> <li>• April 2010 a volcano in Iceland erupted and a big cloud of ash filled the sky. Therefore it was considered too dangerous to fly and flights were cancelled (1). There was chaos at airports where passengers were stranded for days (1). The industry had to pay compensation to passengers (1), which reduced their profits (1).</li> <li>• In recent years the UK experienced severe flooding (1) people had to be rescued from a holiday park (1) and there was so much damage that the owners of the park had to close for months and replace all the mobile homes (1) which cost them a lot of money (1).</li> </ul>	<b>(4)</b>

Question Number		Indicative Content
<b>1(b)</b>		<p><b>Leisure Industry</b></p> <ul style="list-style-type: none"> <li>• Arts and entertainment send text alerts for latest cinema releases</li> <li>• Venues and theatres such as the Criterion use twitter to let regular customers know who is going to see a show and who is sitting where, so that friends can sit together.</li> <li>• Countryside recreation - gps is now used for geo-caching/treasure hunts as well as navigation.</li> <li>• Bluetooth can be used to download information, maps and walks.</li> <li>• Leisure organisations introduced apps that monitor individual's performance, e.g. heart rate.</li> <li>• Organisations use QR readers so customers can download directions.</li> <li>• Catering – gps to help people find the nearest restaurant, cafe or bar if they are visiting an unknown place.</li> </ul> <p><b>Tourism Industry</b></p> <ul style="list-style-type: none"> <li>• Accommodation – free wifi is often available in hotels providing an extra service, or they may charge and make more money.</li> <li>• Transport - vast new cruise ships e.g. Ocean of the Seas uses gps to tag children so that parents know where they are onboard.</li> <li>• Rail companies such as Virgin use email and text alerts to let people know if their trains are on time; this can help reduce customer frustration if they know in advance if their train is late</li> <li>• Airports – live flight arrivals and departure, new service increasing customer service.</li> <li>• British Airways and other have an i-phone app that functions as a boarding pass.</li> </ul> <p>Accept reference to different types of apps or scan/bar codes and their function. Accept reference to internet functions of phones</p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-2</b>	Limited explanation, mainly descriptive. Likely to give how customers use technology.  Information is presented with limited organisation in a generally unstructured way. Basic use of spelling, punctuation and grammar with noticeable errors.
2	<b>3-4</b>	Some explanation that refers to use of new technology and development of new products and services with some links to

		<p>the leisure or tourism industry. Some examples are used to support explanation. Aspects may be descriptive.</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>
3	<b>5-6</b>	<p>Clear and detailed explanation with clear links to the leisure or tourism industry, focused on the development of new products and services due to this new technology. Refers to a range of examples.</p> <p>Information is presented in a well structured, logical layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate, appropriate terminology.</p>

Question Number	Answer	Mark
<b>1(c)</b>	<p>Up to 3 marks for identification. E.g.</p> <ul style="list-style-type: none"> <li>• Cheaper (1)</li> <li>• Introduction of new products and services (1)</li> <li>• Can cater for families (1)</li> <li>• Themed cruises (1)</li> <li>• New destinations (1)</li> <li>• Less formal (1)</li> </ul> <p>Credit any other valid response.</p>	<b>(3)</b>

**Total for Question 1 – 14 marks**

Question Number	Answer	Mark
<b>2 (a)</b>	<p>1 mark for correct answer –</p> <p>A – North-west (1)</p>	<b>(1)</b>

Question Number	Answer	Mark												
<b>2 (b)</b>	<p>1 mark for each correct match:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Label</th> <th>Destination</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Bath</td> </tr> <tr> <td>B</td> <td>Lindisfarne</td> </tr> <tr> <td>C</td> <td>St Andrews</td> </tr> <tr> <td>D</td> <td>Stratford-upon-Avon</td> </tr> <tr> <td>E</td> <td>St Davids</td> </tr> </tbody> </table> <p>For all accept mis-spellings</p>	Label	Destination	A	Bath	B	Lindisfarne	C	St Andrews	D	Stratford-upon-Avon	E	St Davids	<b>(5)</b>
Label	Destination													
A	Bath													
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D	Stratford-upon-Avon													
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Question Number	Answer	Mark
<b>2 (c)</b>	<p>Up to 2 marks for description of the role. May be two roles with little detail or one role in detail. E.g..</p> <ul style="list-style-type: none"> <li>• They provide lots of information on places to visit/events in England (1) on their interactive website (1).</li> <li>• To promote destinations in England (1) to domestic and overseas tourists (1).</li> <li>• VisitEngland develop plans/campaigns (1) to market English tourist destinations (1).</li> <li>• Promote and support the tourism industry (1) and work with regional tourist agencies/local authorities (1).</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>2 (d)(i)</b>	<p>One mark for each built attraction up to a maximum of 2.</p> <ul style="list-style-type: none"> <li>• Grosvenor hotel/hotel</li> <li>• pub (0)</li> <li>• Roman walls/old walls (1)</li> <li>• Eastgate Clock (1)</li> <li>• Cathedral (1)</li> <li>• Historical buildings (1)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>2 (d)(ii)</b>	<p>Up to 3 marks for explanation. E.g.:</p> <ul style="list-style-type: none"> <li>• Overseas tourists really love historical places like Chester (1) because they are unique (1) and have cultural significance (1)</li> <li>• Its designed to give them a taste of everything associated with historic England/traditions (1) from typical English pubs (1) to afternoon tea in a 5 * hotel (1)</li> </ul>	<b>(3)</b>

**Total for Question 2 – 13 marks**



Question Number	Answer	Mark
<b>3 (a)(i)</b>	<p>Up to 4 marks for explanation. Marks for individual points or extended responses; for full marks must be explained. Candidates may refer to one of the following negative impacts:</p> <ul style="list-style-type: none"> <li>• Disruption to everyday life</li> <li>• Crime</li> <li>• Prostitution</li> <li>• Loss of culture</li> <li>• Westernisation</li> <li>• Hostility and resentment</li> <li>• Increased cost of living/house prices/food</li> <li>• Jobs are low paid/seasonal</li> </ul> <p><b>Explanation</b> E.g.</p> <p><b>Disruption to everyday life</b></p> <ul style="list-style-type: none"> <li>• This is when there are so many tourists that local people cannot do their normal activities such as shopping (1). It could be that there are not enough parking spaces (1) for all the extra cars (1).</li> <li>• Too many cars on narrow roads (1) could lead to traffic jams (1) that delay local people getting to work/school on time (1).</li> <li>• There are not enough parking spaces (1) so tourists park outside local residents' houses (1) and cause inconvenience (1).</li> </ul> <p><b>Increased cost of living</b></p> <ul style="list-style-type: none"> <li>• Prices in popular tourist destinations are more expensive (1) because all the shops and businesses know that tourists can afford to pay higher prices (1) but this means that locals also have to pay more and they may not be able to afford it (1)</li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
<b>3 (a)(ii)</b>	<p>Up to 3 marks for explanation. Marks for individual points or extended responses; for full marks must be explained. E.g.</p> <ul style="list-style-type: none"> <li>• It is a positive impact because run-down buildings are modernised (1) and given a new purpose such as tourist accommodation (1) which improves the image of the area (1)</li> <li>• It is a positive impact because old buildings such as warehouses are given a new lease of life (1) to provide tourist facilities (1) such as Albert Docks (1)</li> <li>• The Eden project was built in old clay pits (1) these were very unsightly (1) but now the environment has been renewed and improved as a big visitor attraction (1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
<b>3 (b)</b>	<p>1 mark for appropriate method 2 marks for description. E.g.</p> <ul style="list-style-type: none"> <li>• Planning (1) includes strict rules (1) that control what is built and where (1).</li> <li>• Legislation (1) can be used to limit the height of hotels (1) in coastal areas (1).</li> <li>• Visitor management/ managing visitors (1) can control the flow of tourists (1) in popular attractions/destinations (1).</li> <li>• Managing traffic (1) such as park and ride (1) on the outskirts of historical towns and cities.</li> <li>• Education (1) can inform tourists on how to behave (1) and respect the area they are visiting (1).</li> </ul> <p>Credit any other valid <b>method</b>.</p>	<b>(3)</b>

**Total for Question 3 – 10 marks**

Question Number	Answer	Mark
<b>4 (a)</b>	1 mark for correct answer <ul style="list-style-type: none"> <li>A – Timber holiday lodge in UK woodland (1)</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>4 (b)</b>	Up to 4 marks for explanation. Marks for individual points or extended responses  E.g. <ul style="list-style-type: none"> <li>Such initiatives raise awareness (1) of the problems caused by too many cars in tourist destinations (1).</li> <li>“Give the car a holiday” means people don’t drive their cars whilst on holiday (1) and this can help reduce pollution/co2 emissions/noise (1).</li> <li>Buses can carry more people (1) and are environmentally friendlier than lots of cars (1).</li> <li>Alternatives to using cars (1) are offered to reduce pollution/exhaust emissions (1) to help protect the environment for the future (1)</li> <li>If more people use public transport or bikes rather than cars (1) it means there will be less traffic (1) and therefore the air will be cleaner (1) which is better for the environment in the long run (1).</li> </ul>	<b>(4)</b>

Question Number	Indicative Content
4(c)	<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>• Good image/PR – makes the headlines, everyone knows Whitbread’s brands and this will make it seem like they care for the environment.</li> <li>• Recognition for all the awards – can use awards Carbon Trust for good publicity and will be even more well known</li> <li>• Attracts more customers – lots of people now really care about the environment and will go to Costa if they know the company is helping to reduce carbon emissions</li> <li>• Appeal of green build hotels - customers will be attracted as its doing good but different</li> <li>• Good image being seen to lead the way</li> <li>• Showing that real savings and reductions can be made from reduction of fuel consumption</li> <li>• More companies will use the new trailers which will further help reduce emissions/congestion</li> <li>• Fewer emissions due to more efficient transport</li> <li>• Helping to reduce traffic congestion and fuel consumption</li> <li>• Saves money in the long term</li> <li>• Good for the environment, cutting landfill by 83%</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>• No figures given must have cost a lot of money</li> <li>• Got to train staff takes more money and time</li> <li>• Some people may be cynical and think it’s just a marketing ploy</li> <li>• Got to change all their operations from building to supply and delivery can be confusing for staff</li> <li>• By being the ‘leaders’ they may come under intense scrutiny by the industry/media and will have to make sure they don’t make any mistakes.</li> </ul>

Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-3</b>	Limited evaluation that is mainly descriptive.  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	<b>4-6</b>	Some evaluation and some application. May be clear evaluation and some application or some evaluation and clear application. May focus on advantages and/or disadvantages.  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	<b>7-8</b>	Sustained evaluation that fully considers a range of advantages and disadvantages.  Information is presented in a well structured, logical layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate, appropriate terminology.

**Total for Question 4 – 13 marks**  
**Total for Paper – 50 mark**

