



Mark Scheme

Summer 2016

GCSE Leisure and Tourism (5LT03/01)
Unit 3: The Leisure and Tourism Environment

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Publications Code 5LT03_01_1606_MS

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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.
- All 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
1 (a)i	B Changing lifestyles	(1)

Question Number	Answer	Mark
1 (a)ii	<p>Award one mark for any of the following up to a maximum of two marks:</p> <p>E.g</p> <ul style="list-style-type: none"> • Any example of extreme sports/activities (1) • Wine/world cup/cricket tours/packages (1) • Spa breaks (1) • eco-friendly holidays (1) • 5 star hotels (1) <p>Credit any other appropriate response. Credit appropriate examples.</p>	(2)

Question Number	Answer	Mark
1 (b)i	<p>Award one mark for any of the following:</p> <p>E.g</p> <ul style="list-style-type: none"> • Interactive displays (1) • Apps (1) • Smartcards (1) • E-tickets, m-tickets (1) • Online/e/mobile bookings (1) • Holograms/animatronics • Pen friend (1) <p>Credit any other appropriate response.</p>	(1)

Question Number	Answer	Mark
1 (b)ii	<p>Award one mark for identification and one additional mark for the explanation: E.g</p> <ul style="list-style-type: none"> • Reduces queues (1) at the ticket office if people arrive with tickets purchased online/via mobile (1) • Pen Friend - Enables the visually impaired (1) to understand the exhibits (1) • Moving images such as holograms can bring the past to life (1) in a visual way/more interesting than reading (1) <p>Credit any other appropriate response</p>	(2)

Question Number	Answer	Mark
1 c	<p>One mark for each appropriate example: E.g</p> <ul style="list-style-type: none"> • Bad publicity (1) • Unexpected cost of investigating the accident (1) • May have to close (1) • Customer confidence lost/fewer visitors (1) • May be sued (1) <p>Credit any other appropriate response</p>	(2)

Question Number	Indicative Content
* 1(d) QWC	<p>Responses may vary, likely to refer to –</p> <ul style="list-style-type: none"> • People have less disposable income, and sales of all inclusive holidays have grown as people know how much their entire holiday will cost • Increased competition between companies • People taking more holidays in the UK – staycation – cottage letting agencies and UK hotels/holiday parks benefit. • Popularity of budget hotels – Premier Inn/Travelodge who have built more hotels across the country.

		<ul style="list-style-type: none"> • People looking for cheap travel led to growth of Megabus • Some organisations may lose profits/go out of business as people do not have enough spare money for leisure activities/holidays. • People taking fewer long holidays growth in short break good for city hotels and transport providers eg rail companies – offered family and other variety of discount railcards • Gyms more flexible membership schemes - selling monthly memberships as well as annual • People seeking discounts and deals – Warners Leisure • Councils have had their budgets cut impact on leisure provision <p>This list is not exhaustive. Candidates do not need to consider every point.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	<p>A limited response that is mainly descriptive/generalised .</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	3-4	<p>Clear explanation and some application to the leisure and tourism industry with appropriate examples.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	5-6	<p>Detailed explanation that considers a range of influences and examples. At this level clear links to the industry will be apparent.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Total for Question 1 – 14 marks

Question Number	Answer	Mark
2 (a)	<ul style="list-style-type: none"> • D England 	(1)

Question Number	Answer	Mark																					
2(b)	<p>Award one mark for each correct match:</p> <table border="1"> <thead> <tr> <th>Label</th> <th></th> <th>Destination</th> </tr> </thead> <tbody> <tr> <td>C</td> <td></td> <td>Belfast</td> </tr> <tr> <td>F</td> <td></td> <td>Brighton</td> </tr> <tr> <td>B</td> <td></td> <td>Cardiff</td> </tr> <tr> <td>D</td> <td></td> <td>Edinburgh</td> </tr> <tr> <td>E</td> <td></td> <td>Leeds</td> </tr> <tr> <td>A</td> <td></td> <td>Manchester</td> </tr> </tbody> </table>	Label		Destination	C		Belfast	F		Brighton	B		Cardiff	D		Edinburgh	E		Leeds	A		Manchester	(6)
Label		Destination																					
C		Belfast																					
F		Brighton																					
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Question Number	Answer	Mark
2(c)(i)	<p>Award one mark for each example E.g</p> <ul style="list-style-type: none"> • M6(1) • M42(1) • M5(1) • M6 Toll (1) • Birmingham New Street(1) • Birmingham International rail station(1) <p>Credit only appropriate named specific feature</p>	(2)

Question Number	Answer	Mark
2(c)(ii)	<p>Award up to 2 marks for explanation linked to example given in (c)(i). E.g</p> <p>(M6/M5/M42)</p> <ul style="list-style-type: none"> • Close to major motorways/network (1) this gives appeal because many business travellers will go to meetings by car and may have a long journey so easy access to motorways is an advantage (1). (Birmingham New Street) • Good rail links to London and Manchester (1) so this gives appeal because it is quick and easy to travel between them (1) <p>Credit any other appropriate response</p>	(2)

Question Number	Answer	Mark
2(d)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Climate (1) • Natural attractions (1) • Built attractions (1) • Events (1) • Food, drink entertainment (1) • Types of accommodation (1) <p>Do not credit examples</p>	(1)

Total for Question 2 – 12 marks

Question Number	Answer	Mark
3(a) A	<p>Award one mark –</p> <ul style="list-style-type: none"> • D Negative impact on local communities 	(1)

Question Number	Answer	Mark
3 (b)	<p>Award one mark for each correct impact identified -</p> <p>(i) – regeneration/urban renewal</p> <p>(ii) – traffic congestion/overcrowding/disruption to everyday life</p> <p>(iii) – loss of habitat/wildlife</p> <p>(iv) - loss of culture</p> <p>Credit any other appropriate response</p>	(4)

Question Number	Indicative Content	
<p>* 3(c)</p> <p>QWC</p>	<p>Responses may vary, likely to refer to –</p> <ul style="list-style-type: none"> • If visitors learn/are educated about the need to protect the environment they are more likely to help protect it • Specially constructed footpaths are a good method as they will reduce erosion as walkers will all stick to the proper path • Closing gates helps keep sheep/cows in their fields and this will help farmer • Keeping dogs on a lead is important as they may disturb birds and other wildlife/livestock if dogs are allowed to run free • By providing toilets and car parks is good as it means visitors are kept in one place and do not park inconsiderately. The visitors can be managed more easily and this reduces the impact in more vulnerable areas. • Visitor centres and the countryside code are good as they help raise awareness of the need to protect the area. <p>Signs and information boards may not be effective if people do not read them or ignore them</p> <p>Car parks may encourage too many people to drive to national parks crating more pollution and congestion</p> <p>Not everyone will go into the visitor centres and won't be aware of the possible negative impacts</p> <p>This list is not exhaustive. Candidates do not need to consider every point.</p>	
Level	Mark	Descriptor
	0	No rewardable material.

1	1-3	<p>Limited response that is mainly descriptive/generalised..</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Clear evaluation with some application to national parks and effectiveness of methods to reduce negative impacts.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Detailed evaluation that considers a range of methods. At this level clear links are made between methods and reducing negative impacts of tourism in National Parks. May consider why methods may not be effective at this level.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Total for Question 3 – 13 marks

Question Number	Answer	Mark
4 (a) A	Award one mark for : <ul style="list-style-type: none">• Department for Media, Culture and Sport/s (1)• DCMS (1) Accept variations and spelling errors	(1)

Question Number	Answer	Mark
4 (b)	Award two marks for definition: <ul style="list-style-type: none">• Meets the needs of the present (1) without compromising the ability of future generations to meet their own needs (1)• It meets the needs of people today (1) without preventing the needs of people in the future being met (1) Accept any other appropriate wording.	(2)

Question Number	Answer	Mark
4 (c)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none">• Fewer emissions in the atmosphere (1)• Most trains are powered by electricity rather than fossil fuel (1)• Large numbers of people can be transported at once (1) <p>Credit any other appropriate response</p>	(1)

Question Number	Answer	Mark
4 (d)(i)	<p>Award one mark for any of the following up to a maximum of three marks:</p> <ul style="list-style-type: none">• energy efficient appliances (1)• ecological surveys (1)• motion sensors (1)• calculated carbon footprint (1)• used recycled materials (1)• planted wildflower meadow (1)• created public footpaths (1) <p>Accept appropriate variations in wording.</p>	(3)

Question Number	Answer	Mark
4 (d)(ii)	<p>Award up to 2 marks for each explanation Eg:</p> <p>energy efficient appliances</p> <ul style="list-style-type: none"> This will help reduce cost of gas/electric (1) and this means the money saved could be used on more environmental projects (1) <p>ecological surveys</p> <ul style="list-style-type: none"> This will help show them what wildlife lives on the course (1) so that they can look at how to protect them in the future (1) <p>motion sensors</p> <ul style="list-style-type: none"> This will save energy as lights will automatically switch off if no one is in the room (1) and this helps protect our fuel resources/reduces emissions (1) <p>calculated carbon footprint</p> <ul style="list-style-type: none"> This gives them a starting point/benchmark (1) so they can measure how successful they have been in future (1) <p>used recycled materials</p> <ul style="list-style-type: none"> This reduces the need to manufacture new paths/bridges/(1) is better for the environment as there is less waste (1) <p>planted wildflower meadow</p> <ul style="list-style-type: none"> this will create a more diverse habitat (1) this will be good for wildlife/bees (1) <p>created public footpaths</p> <ul style="list-style-type: none"> this means that local people can benefit from the golf course (1) by enjoying the views and the wild flowers (1). <p>Credit any other appropriate response</p>	(4)

Total for Question 4 – 11marks
TOTAL FOR PAPER = 50 MARKS