

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Leisure and Tourism

Unit 3: The Leisure and Tourism Environment

Tuesday 15 January 2013 – Morning
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 1(d)(i) and 3(c). 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 technological developments.

(a) Which **one** of the following is **not** an example of a recent technological development? Choose an answer A, B, C or D and put a cross in the box.

(1)

A Twitter

B TV

C Podcast

D GPS

(b) Identify **one** factor, other than technological developments, that can influence organisations in the leisure and tourism industry.

(1)

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(c) Trip-Advisor is an example of an internet-based technological development. It is a website where people write reviews about their experience of restaurants, hotels and flights.

Describe the ways that Trip-Advisor may influence organisations in the leisure and tourism industry.

(4)

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2 Tourist towns and cities are one type of popular tourist destination in the UK. Glasgow is an example of a tourist city.

(a) Which **one** of the following national tourist boards is responsible for promoting Glasgow? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** English Tourist Board (VisitEngland)
- B** Northern Ireland Tourist Board
- C** Welsh Tourist Board (Visit Wales)
- D** Scottish Tourist Board (VisitScotland)

(b) Identify **two** ways national tourist boards promote their region to potential tourists.

(2)

1

2

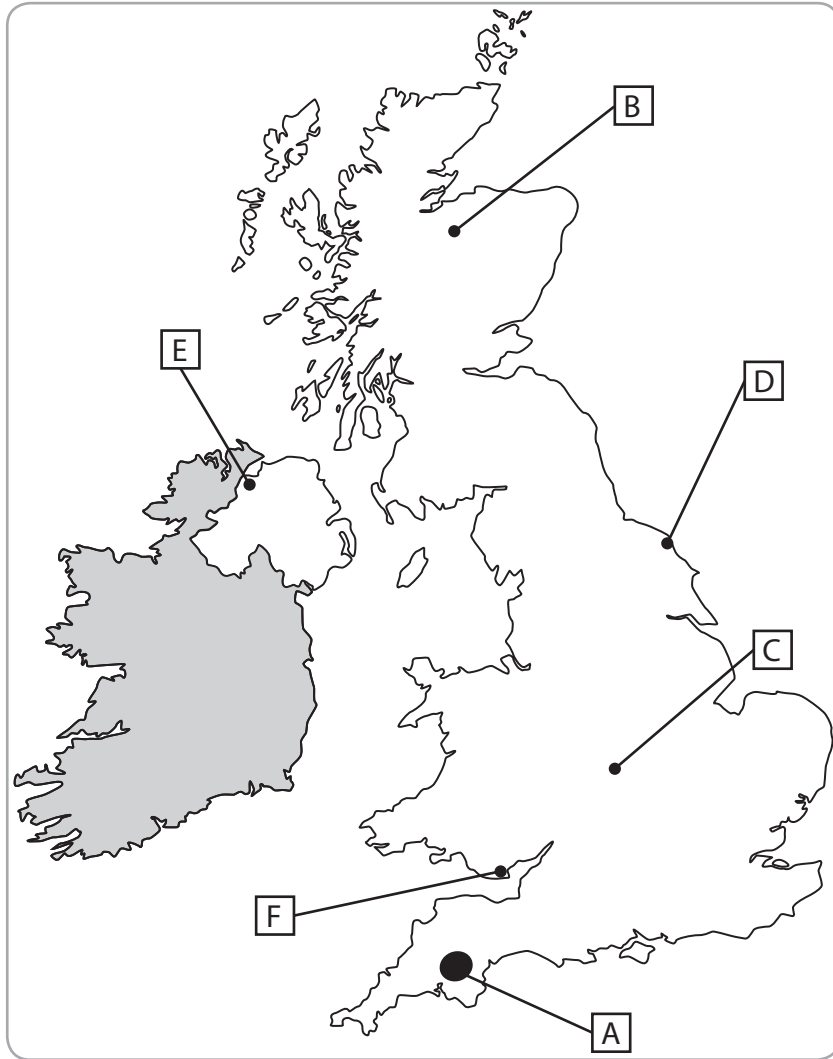
(c) Complete the following table by matching each of the tourist destinations with the labels A–F on the map on page 5.

(6)

Label	Destination
	Aviemore
	Cardiff
	Dartmoor
	Derry
	Warwick
	Whitby



Outline Map of the UK



(Source: adapted from <http://www.georesources.co.uk/ukmap.htm>
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(d) 'Events' are a feature of tourist destinations that can give them appeal.

The Commonwealth Games is a famous sporting event of international significance. In 2014 the Commonwealth Games will take place in Glasgow. Glasgow had to compete against other destinations to host the event.

Explain why holding international events, such as the Commonwealth Games, is important in giving appeal to Glasgow.

(4)

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(Total for Question 2 = 13 marks)



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

(a) Explain **one negative** impact of tourism on **local communities**.

(3)

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(b) Describe the term '*ecotourism*' and give an example of '*ecotourism*'.

(3)

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

The Lake District National Park

The Lake District National Park in the north-west of England is the largest national park in the country. There are 42,000 permanent residents. Holiday homes account for 15% of all homes in the National Park.

Natural Environment

The Lake District National Park is known for its stunning scenery, lakes, forests and mountains such as Scafell Pike, the highest in England. The National Park's most famous lake is Lake Windermere.

The area is also rich in wildlife including red squirrel, deer and otter. The osprey, a rare bird of prey, raise their chicks near Bassenthwaite lake. They are a popular tourist attraction and can be watched on screens linked to web cameras.

Activities

The lakes are popular for canoeing, sailing and fishing. Regular ferry services carry locals and visitors across some of the lakes. Windermere Lake Cruises carried 1.3 million tourists in 2010.

Rock climbing and mountain biking are also popular. There is an extensive network of footpaths allowing visitors to explore the area. Each year thousands of people climb Helvellyn, one of the highest mountains, to experience the challenging walk across Striding Edge – a narrow ridge with near sheer drops on either side.

Places to stay and other attractions

There is a range of accommodation from luxury hotels and guest houses to cottages and campsites. Many are family run local businesses. Visitors can always find something to do with a variety of attractions such as the Pencil Museum in Keswick and the Lakes Aquarium.

Artists and writers such as Turner, Wordsworth and Beatrix Potter fell in love with the area. Many overseas visitors come to the Lake District just to see Dove Cottage in Grasmere where Wordsworth lived.

In 2009 the Lake District National Park received 15.8 million visitors who spent £925.7 million. 89% of visitors to the Lake District travel there by car.



Derwentwater



Cruising on Lake Windermere



Mountain biking

(Source: adapted from Windermere Lake Cruises and Val Corbett, Ben Barden, Cumbria Tourism and www.lakedistrict.gov.uk)



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

(a) State what is meant by the term '*sustainability*'.

(1)

Read the following information before answering Questions 4(b) and (c).

Green Globe

Green Globe is a rating system based on internationally accepted criteria on sustainability for the travel and tourism industry. It is recognised in over 83 countries.



Bentota Beach Resort in Sri Lanka awarded a Green Globe

Located in the southwest of Sri Lanka, the resort sits between an unspoiled beach along the Indian Ocean and the Bentota River.

The region around the hotel has had to recover from the tsunami of 2004 and Bentota Beach Resort has contributed to helping the community recover.

The resort and its gardens are a significant part of local heritage, being originally a rubber plantation. The plantation was turned into a stunning garden over 80 years ago and is a big part of Bentota's culture.

The resort has introduced a number of sustainability measures. Monitoring of energy and water usage is underway with plans to reducing use. Renewable sources of energy have been used where possible – solar power is used for the kitchen and spa complex. There is an organic vegetable garden which supplies the resort with fresh produce.

The resort has helped the local community by forming the 'Beach Operators' – local youths who are now employed to organise beach activities as well as cultural and environmental tours for guests.

Guests to this beautiful resort are encouraged to visit and support the local turtle conservation activities of Kosgoda Sea Turtle Hatchery.

The management of Bentota Beach Resort also has plans to set up a charity to protect and conserve ecosystems that are part of the Bentota River.

(Source: adapted from © Green Globe)



(b) Identify **four** measures that Bentota Beach Resort has introduced to become sustainable.

An example has been given.

(4)

The resort uses solar power

- 1
- 2
- 3
- 4

(c) Explain the advantages of the Green Globe scheme to resorts such as Bentota Beach Resort.

(4)

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(Total for Question 4 = 9 marks)

TOTAL FOR PAPER = 50 MARKS



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