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Pearson
Edexcel GCSE

Centre Number

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Candidate Number

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Leisure and Tourism

Unit 3: The Leisure and Tourism Environment

Tuesday 7 June 2016 – 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.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL 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 consumer trends.

(a) (i) Which of the following is a 'consumer trend'? Choose **one** answer A, B, C or D and put a cross in the box.

(1)

- A** Changes to exchange rates
- B** Changing lifestyles
- C** Acts of terrorism
- D** Cost of fuel

'Changing tastes' is a consumer trend. An example of changing tastes is consumers seeking **new experiences**.

(ii) Identify **two** products the leisure and tourism industry has introduced to provide consumers with new experiences.

(2)

1

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Read both parts of Question 1(b) before answering (b)(i) and (b)(ii).

(b) Technological development is another factor that has influenced the leisure and tourism industry.

(i) Give **one** example of a **recent** technological development that visitor attractions have introduced to improve the visitor experience.

(1)

(ii) Explain how the example you have given in (b)(i) has improved the visitor experience.

(2)

(c) Another factor that can influence the leisure and tourism industry is 'unforeseen and uncontrollable events'. Accidents and injuries to customers are examples of unforeseen and uncontrollable events.

Identify **two** ways that visitor attractions are affected by accidents/injuries to customers.

(2)

1

2

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Global recession is another example of an unforeseen and uncontrollable event.

***(d)** Explain how global recession has influenced the leisure and tourism industry.
You should use examples in your answer.

(6)

Area with horizontal dotted lines for writing the answer.

(Total for Question 1 = 14 marks)



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2 Birmingham is an example of a popular business travel destination in the UK.

(a) In which country is Birmingham located? Choose **one** answer A, B, C or D and put a cross in the box.

(1)

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



(b) Complete the following table by matching each of the **business travel** destinations with the labels A – F on the map.

(6)

Label	Business Travel Destination
	Belfast
	Brighton
	Cardiff
	Edinburgh
	Leeds
	Manchester

Outline map of the UK



(Source: adapted from <http://www.georesources.co.uk/ukmap.html>
Copyright ©2001 David Rayner Beagle Graphics (GeoResources) All rights reserved)



(c) 'Transport services and links' are features of tourist destinations that are important in contributing to the appeal of business travel destinations.

Birmingham International Airport is a specific example of a transport service and link in Birmingham.

(i) Name **two** other examples of specific transport services and links in Birmingham.

(2)

1.....

2.....

(ii) Choose **one** of the examples you have given in (c)(i). Explain why this example contributes to Birmingham's appeal for business travellers.

(2)

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(d) Apart from 'transport services and links' identify **one** other feature that can contribute to the appeal of tourist destinations.

(1)

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(Total for Question 2 = 12 marks)



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

(a) Which type of impact does **westernisation** have? Choose **one** answer A, B, C or D and put a cross in the box.

(1)

- A Positive impact on the local environment
- B Negative impact on the local environment
- C Positive impact on local communities
- D Negative impact on local communities



(b) Complete the following diagram by identifying the impact described.

Here is an example of what to do.

Example



(i)

(1)



(ii)

(1)



(iii)

(1)



(iv)

(1)



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

Tourism and National Parks

National Parks in the UK are visited by millions of tourists each year. These parks are known for their natural beauty and wildlife, and need to be protected.

The organisations responsible for managing the National Parks are called National Park Authorities. The methods they use to reduce the potential negative impacts of tourism include:

- Guided walks and talks about the landscape and wildlife
- Information boards with information about the special qualities of the area
- Signs, for instance on gates advising walkers to 'Close the Gate'
- Specially constructed footpaths for the most popular walking routes
- Planning and legislation that means all new buildings and developments have to meet strict conditions to gain approval
- Visitor Centres that provide information about the area
- Car parks and public toilets in the most popular villages
- Promoting the Countryside Code, which is a guide for visitors to the countryside.

The Countryside Code

Respect other people

- Consider the local community and other people enjoying the outdoors
- Leave gates and property as you find them and follow paths unless wider access is available

Protect the natural environment

- Leave no trace of your visit and take your litter home
- Keep dogs under effective control

Enjoy the outdoors

- Plan ahead and be prepared
- Follow advice and local signs



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*(c) Evaluate the effectiveness of the methods used by the National Park Authorities in the UK to reduce the negative impacts of tourism.

(8)

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(Total for Question 3 = 13 marks)



4 Leisure and tourism organisations and government bodies are looking at ways of becoming more sustainable.

(a) Name the government body responsible for the leisure and tourism industry. (1)

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(b) Define what is meant by the term 'sustainability'. (2)

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(c) Some people choose to travel by rail to tourist destinations rather than by car or plane.
Give **one** reason why rail travel may be considered a more sustainable option. (1)

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Read the following information before answering Questions 4(d)(i) and 4(d)(ii).

Royal Troon Golf Club, Scotland

Over recent years Royal Troon Golf Club has made a number of changes to the club, including:

- updating the club lounge
- purchasing energy efficient appliances
- opening a new car park
- carrying out ecological surveys
- involving all staff in staff appraisals
- installing motion sensors throughout the club
- calculating its carbon footprint
- appointing a new ladies captain
- sourcing recycled materials for course pathways and bridges
- establishing wildflower meadows
- creating public footpaths around the edges of the course.

Some of these were measures that helped the golf club become more sustainable.

In 2014 it was announced that Royal Troon Golf Club had been awarded the Golf Environment Organisation (GEO) Certified™ ecolabel, thanks to its commitment to sustainability.

(Source: adapted from <http://golfcoursemanagement.randa.org/en/Whats-new/2014/08/Royal-Troon.aspx>)



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Read both 4(d)(i) and 4(d)(ii) before answering the questions.

(d) (i) Using the information provided, identify **three** measures that Royal Troon Golf Club has introduced that helped it become more sustainable.

(3)

Measure 1

Measure 2

Measure 3

(ii) Choose **two** of the measures you have identified in (d)(i) and explain how each measure has helped the Royal Troon Golf Club become more sustainable.

(4)

Measure 1

Explanation

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Measure 2

Explanation

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(Total for Question 4 = 11 marks)

TOTAL MARKS FOR PAPER = 50 MARKS



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