edexcel

Mark Scheme (Results)

June 2011

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

Edexcel is one of the leading examining and awarding bodies in the UK and throughout the world. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers.

Through a network of UK and overseas offices, Edexcel's centres receive the support they need to help them deliver their education and training programmes to learners.

For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our website at www.edexcel.com.

If you have any subject specific questions about the content of this Mark Scheme that require the help of a subject specialist, you may find our **Ask The Expert** email service helpful.

Ask The Expert can be accessed online at the following link:
http://www.edexcel.com/Aboutus/contact-us/

Question Number	Answer	Mark
1(a)(i)	1 mark for valid technological development: E.g.: • Bluetooth technology – hot spots (1) • Podcast (1) • GPS (1) • Mobile phone technology (1) • Internet/fast broadband (1) • Electronic ticketing (1) Internet based developments - • Twitter (1) • Tripadvisor (1) • Blogs (1) • Email (1) • Virtual tours (1) • Webcam (1)	**(1)**

Question Number	Answer	Mark
1(a)(ii)	Up to 3 marks for description. Credit valid examples. No marks for simply describing generic features. Max 2 marks if no application to organisations in Leisure and Tourism industry E.g.: • Podcast – can be used to keep customers up-to-date (1) with events or promotions (1) • MP3 – used in countryside recreation or towns and cities (1), users can download audio trails and walks (1) into their MP3 instead of buying a map or guide (1) • GPS – walkers and boaters (1) can use satellite navigation system (1) instead of compass and map (1) • 'Orange' linked with Apollo cinema (1) to promote 241 offers (1) sends message to Orange customers gets more business (1) • Twitter is being used more and more by businesses (1) cheap way (1) of raising awareness of websites, as a marketing tool (1) • Tripadvisor – hotels, destinations, holiday parks (1) can react to negative reviews on trip advisor (1). They can monitor how well they are doing (1). • Internet – most small and large leisure and tourism organisations use websites to raise awareness of their products/services (1), they use email to send newsletters to promote special offers (1) and have reservations systems so customers can book online to make booking easier(1).	**(3)**

Question Number	Answer	Mark
1(b)	1 mark for correct factor. Credit appropriate examples, e.g. floods. E.g.: - Acts of terrorism (1) - Natural disasters (1) - Unforeseen events (1) - Changes to holiday patterns (1) - Consumer trends (1) - Recession (1) - Changes to family patterns (1) *This list is not exhaustive*	**(1)**

Question Number	Indicative Content
1(c) **QWC***	**Arts and Entertainment –** - Use of interactive media - Multiple screens at concerts – focus on orchestra - Free-to-air digital TV – allows more to see live concerts - Hi def Relays – broadcast concerts globally - Use of digital media 'youtube' concerts viewed by millions orchestras, bands and theatre groups can communicate with their audiences - IMAX 3D cinema technology Avatar - Problems with ticket sellers – fraud - Piracy/illegal file sharing – digital economy bill - Interactive trailers - Online booking/advance booking systems - Online loyalty clubs/vouchers/special offers **Sport and Recreation** - Own websites – can shop online for football kits - Match broadcast online e.g. MUTV - Buy tickets, get fixture lists - Fanzine – message boards - Gyms – virtual tours online – Fitness First - Flat screen TV monitors watch TV whilst exercise - Email offers and promotions – memberships online *The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of understanding of technological development in leisure and tourism industry to be credited*

Level	Mark	Descriptor
	0	No rewardable material. Basic response, mainly descriptive.
Level 1	1-2 marks	Basic response, mainly descriptive. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.

| Level 2 | 3-4 marks | Some explanation that refers to technological development. Examples support explanation. Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy. in a well structured, logical and clear layout. |
| Level 3 | 5-6 marks | Clear explanation well balanced and detailed. Refers to more than one technological development. Information is presented in a well-structured, logical and clear layout. Spelling punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology. |

Total Marks Question 1 - 11 marks

Question Number	Answer	Mark
2(a)	Scotland	(1)

Question Number	Answer	Mark
2(b)		(6)

Question Number	Answer	Mark
2(c)	Up to two marks for description of the role. E.g.: • Promotion (1) • Promoted England overseas (1) • Promote destinations in England (1) to domestic and overseas tourists (1) • Develop a plan (1) to market English tourism destinations (1) • Promote and support the tourism industry (1) and work with regional tourist agencies (1)	(2)

Question Number	Answer	Mark
2(d)	Up to 4 marks for description of features. E.g.: • Range of historical attractions that appeal to school groups (1) • Interesting old buildings (1)	

| | • It's a well known spa town (1)
• Good transport links (1)
• There are lots of attractions in Bath (1)
• Bath is an ancient town and has lots of historical attractions such as the Roman Baths and The Royal Crescent(2)

For full marks must be relevant to cultural and historical other than Bath | **(4)** |

Total for Question 2 – 13 marks

Question Number	Answer	Mark
3(a)	1 mark for any of the following e.g. • Pollution (0), Noise pollution (1) • Disruption to everyday life (1) • Crime (1) • Prostitution (1) • Loss of culture (1) • Westernisation (1) • Conflict (1) • Increased cost of living (1) • Hostility and resentment (1) • Increased Cost of housing (1) *Credit relevant impacts focused on how tourism effects local communities*	**(1)**

Question Number	Answer	Mark
3(b)	1 mark for each correct match Regeneration Dual use facilities Traffic congestion Positive impact on the local environment Negative impact on the local environment Positive impact on the local community	**(3)**

Question Number	Answer	Mark
3(c)	Two marks for description of term – for two marks must refer to environment and people. Up to a max of 2 marks for appropriate example with detail / development. This could be an eco lodge, holiday, tour operator. Credit for understanding. E.g.: • Tourism that is environmentally friendly (1) • Tourism that is good for the environment (1) • Responsible travel to natural areas that conserves the environment and improves the well-being of local people (2) Examples: • ecoDestinations – recognised for being responsible (1) • TIES – The International Ecotourism Society code of conduct (1) • Responsible tourism awards (1) accept awards schemes as enhancing products • Best Green Tour Operator (1) • EcoLodge (1) Shagra Village, Egypt (1)	**(3)**

Question Number	Indicative Content	Mark
3(d)(i)	E.g.: • Reduces overcrowding • Reduces accidents • It will be very effective because by reducing numbers it will reduce overcrowding • People won't have to queue anymore and so they will enjoy it better • On the downside though some people will be annoyed if you have to book in advance and they don't know so they might try and get on without a permit • I think they should charge more and get some money back to help look after the mountain or pay for cables • Too many people can cause erosion so cutting numbers will help stop this. • Overcrowding on these cables is dangerous, it's so steep no wonder people fell off so by reducing numbers will be a good thing for visitor safety • They are cutting numbers by over half from 840-1100 at peak to just 300 a day will really help cut overcrowding. *The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of understanding of the negative impacts of tourism should be credited.*	**(6)**

Level	Mark	Descriptor

	0	No rewardable material.
Level 1	1-2 marks	Limited responses, mainly descriptive with limited reasoning. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.
Level 2	3-4 marks	Some evaluation applied to Half Dome and the permits system. Most Information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy. in a well structured, logical and clear layout.
Level 3	5-6 marks	Clear and detailed evaluation, responses consistently linked to the scenario. Consider advantages and disadvantages. Information is presented in a well-structured, logical and clear layout. Spelling punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology.

Question Number	Answer	Mark
3(e)	One mark for method: e.g. - Managing visitors (0) - Planning (1) - Legislation (1) - Education (1) - Managing traffic (1) Or any other suitable method.	**(1)**

Total for Question 3 – 14 marks

Question Number	Answer	Mark
4(a)	1 mark for correct answer – B – ecolodge in a rainforest	**(1)**

Question Number	Answer	Mark
4(b)(i)	1 mark for each advantage. E.g.: - It cuts down on pollution (1) - It reduces CO2 emissions (1) - It reduces congestion (1) - It helps save the planet (1) - Quality of air will improve (1) - Less noise (1) - Saves energy using less fuel (1) - More people on a bus – fewer journeys saves energy (1)	**(2)**

Question Number	Answer	Mark
4(b)(ii)	1 mark for each disadvantage. E.g.: • Won't know bus/train times (1) • Might miss buses/trains (1) • Can't go where they want (1) • Might not get a seat (1) • Have to stick to timetables (1) • Inconvenient (1) • Poor service on Sundays (1) • Difficult access for less mobile/families with push chairs (1)	**(2)**

Question Number	Answer	Mark
4(c)(i)	Up to two marks for explanation E.g.: • Saves energy (1) • Saves water (1) • Uses less detergent/soap (1) • If they don't have to wash all the towels everyday this means they will save water and energy by only washing what is dirty (2)	**(2)**

Question Number	Answer	Mark
4(c)(ii)	One mark for each appropriate statement. E.g.: • Reuse towels (0) • Recycle waste (1) • Reduce waste (1) • Reuse waste (1) • Use renewable energy (max 1 type) Wind turbines/solar • Install better insulation (1) • Switch off lights/computers etc when not using (1) • Use low energy light-bulbs (1) • Nest boxes for birds (1) • Areas left natural (1) • Switch off taps (1) • Only boil what you need in kettles (1) • Source supplies locally (1)	**(5)**

Total for Question 4 – 12 marks

Total for Paper - 50 marks