

Mark Scheme (Results)

June 2010

GCSE

GCSE in Leisure and Tourism (5LT01/01)

Unit 1: The Leisure and Tourism Industry

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/>

Summer 2010

Publications Code UG024400

All the material in this publication is copyright

© Edexcel Ltd 2010

Question Number	Answer	Mark
1(a)	A Tourist Information	(1)

Question Number	Answer	Mark
1(b)	<p>Up to two marks available for definition and one mark for example (or vice versa)</p> <p>E.g.</p> <p>Staying in this country (1) London to Brighton (1)</p> <p>A domestic holiday is one taken in the country in which you live (1) for example a family who live in Manchester taking a two week camping holiday in Cornwall (2)</p> <p>A domestic holiday is when you stay in your own country, you do not leave it and go abroad for your holiday (2), for example going to London for the weekend (1)</p>	(3)

Question Number	Answer	Mark
1(c)	<p>One mark for each duty of an overseas resort representative</p> <p>Examples include</p> <ul style="list-style-type: none"> ▪ Accompanying customers on the transfer coach from airport to hotel (1) ▪ Holding a welcome meeting (1) ▪ Selling Excursions (1) ▪ Helping customers who have problems with their accommodation (1) ▪ Providing information about the resort (1) ▪ Liaising between guests and accommodation managers (1) ▪ Help in emergencies, such as theft, mugging etc (1) ▪ Maintaining customer satisfaction/ good customer service/general resort office duties (1) <p>Any other reasonable duty may be credited.</p>	(2)

Question Number	Answer	Mark
1(d)	<p>Up to two marks available. One mark for each appropriate product/service named.</p> <p>NO MARKS to be awarded for: tickets for this event (0) Sports (0)</p> <p>A list of food products only Max 1 A list of drinks available only Max 1 A list of souvenirs only Max 1 Food and Drink only Max 1</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Programmes (1) ▪ Food e.g. sweets, crisps, burgers, ice cream (1) ▪ Drinks e.g. alcohol, water (1) ▪ Souvenirs e.g. badges, posters... (1) ▪ CD/DVD's (1) ▪ VIP packages (1) ▪ Car parking (1) ▪ Tickets for future events (1) ▪ Toilets (1) ▪ Bars/restaurants (1) <p>Other reasonable or realistic products/services maybe accepted</p>	(2)

Question Number	Indicative content
1(e) QWC (i)(ii)(iii)	<p>Evaluation may consider the following features/attractions</p> <ul style="list-style-type: none"> ▪ Freshwater Rivers and Streams ▪ Aquatunnel ▪ Reef ▪ Otters ▪ Octopus Adventure Playpark <p>Evaluation may include what is NOT in the case study e.g café, souvenir shops...</p> <p>Customer Types that may be considered;</p> <ul style="list-style-type: none"> ▪ Children under 5 - playpark ▪ School Groups - Educational attraction ▪ Families with school aged children ▪ Adults interested in conservation/wildlife <p>Level 1 The Blue Planet has lots of different fish which will be interesting for children. You can get close to sharks in the Aquatunnel.</p> <p>Level 2 The attractions such as the Aquatunnel and the Reef would be most suitable for children, as they would really like to see the sharks close up. They may visit with their families, or as part of a school group. If the children are young, they will be able to use the playpark after they have seen all the fish, so this is good as it will stop them from being bored.</p>

	<p>Level 3 The attractions of the Blue Planet seem to be very educational, and therefore may only appeal to school groups. The main attractions are the fish, coral reefs and the otters, and other than the Octopus Adventure, there is not a lot else to do, so families may not be attracted to spend a day there. However, the Blue Planet does seem to have some unusual fish and habitats, so this may attract adults interested in marine life, and conservationists may be interested in the otters. Overall, though, I think that the range of attractions at the Blue Planet is very limited, and thus a large age range will not be attracted to visit.</p>
--	--

Level	Mark	Descriptor
Level 0	0	No reward able material.
Level 1	1-2	The response will simply describe the features of the attraction and basic identification of what is not offered from the case study, and have limited reference to customer types. 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.
Level 2	3-4	The response will consider several attractions within the Blue Planet, and link this to different customer types. Evaluation of suitability for these customers will be present, but may be limited to either advantages or disadvantages or lack of certain products/services. 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.
Level 3	5-6	The response will consider most of the features of the Blue Planet and evaluate the advantages and disadvantages of these, making clear reference to the different types of customer who may visit. Both positive and negative evaluation is clearly evident. Opinions given will be substantiated. Evidence of reasoning. 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
2(a)	D - Recruiting new part-time staff	(1)

Question Number	Answer	Mark
2(b)	<p>One mark for a product and place correctly identified</p> <p>Place -</p> <ul style="list-style-type: none"> ▪ Discovery Road (1) ▪ Halifax (1) ▪ Eureka (1) ▪ Eureka Museum (1) ▪ Website address (1) ▪ www.eureka.org.uk (1) <p>Product -</p> <ul style="list-style-type: none"> ▪ Roald Dahl weekend (1) ▪ 13 - 14 Sept (1) ▪ Exciting activities / activities (1) ▪ Story telling (1) <p>Do not accept: Museum Address</p> <p><i>Accept phonetic spelling.</i></p>	(2)

Question Number	Answer	Mark
2(c)	<p>Up to two marks available for a description of an idea or event that a museum could hold to attract families. Marks increase with detail in description. It is not necessary to give the name of the museum for max marks. Ideas can be fictitious.</p> <p>Ideas/Events may include:</p> <ul style="list-style-type: none"> ▪ Special Exhibitions e.g. Dr Who ▪ Ghost story telling sessions at Halloween ▪ Special Events such as “creepy crawly weekend” ▪ Talks by an expert e.g. on dinosaurs ▪ Visiting Celebrities ▪ Educational packs e.g. clue sheets ▪ Treasure hunts e.g. Easter egg hunt ▪ Family tickets ▪ Free gifts for children ▪ Advertising targeting families <p>Example answer The Manchester Museum does a special event where children aged 9- 15 years can go and have a sleepover in the museum, in the room where all the Egyptian mummies are (2).</p>	(2)

Question Number	Answer	Mark
2d)	<p>Up to three marks available for an explanation of the importance of safety to Go Ape.</p> <p>Answers relating to customers only Max 1 mark</p> <p>e.g. Customers might fall and break a leg (1)</p> <p>Example Explanations may include;</p> <ul style="list-style-type: none"> ▪ Customers will recommend it to others if safety is good (1) ▪ Their reputation could be ruined (1) if someone has an accident and it is reported in the newspapers (1) ▪ Customers are more likely to visit if they can see that risk assessments have been done (1), and they have to wear a safety harness (1) ▪ As this is a risk environment (1) risk assessments must be carried out by law (1), so they could be sued or closed down if someone is injured (1). 	(3)

Question Number	Indicative content
<p>2(e)</p> <p>QWC (i)(ii)(iii)</p>	<p>Answers may include reference to the following points</p> <p><u>Effective (positive)</u></p> <ul style="list-style-type: none"> ▪ Minimum age limit 10 years ▪ Minimum height limit 1.4m ▪ Maximum weight limit 130kg ▪ No open-toed sandals or slip on shoes ▪ Long hair must be tied back ▪ Everyone has a harness ▪ Everyone has a safety briefing ▪ Instructors patrol the course ▪ There are supervision restrictions for under 16s ▪ Adults have to sign to say they are responsible for under 18s <p><u>Not so effective (negative)</u></p> <ul style="list-style-type: none"> ▪ No instructor on the course ▪ Adult supervision is one to five 16 and 17 year olds ▪ No mention of weather related safety e.g. slippery ropes <p>Any other reasonable safety point may be used in the evaluation Only information from the case study may be used.</p> <p>Level 1 They have age, height and weight restrictions and harnesses to make sure that people don't fall out of the trees.</p> <p>Level 2 The requirement to have hair tied back is good, because if not, it would get tangled up in the ropes and maybe people could get injured. Everyone having a harness also will make sure that if you do fall off you will still be attached. Having restrictions on the age of children, and having adults to supervise them on the course could also help safety as they will not act silly as they may do if they were in a big group with no adults.</p> <p>Level 3 The age, height and weight restrictions are good, because they can control the size of customers who will fit into the harnesses comfortably, so they will be safer. The requirement to have hair tied back is good, because if not, it would get tangled up in the ropes and maybe people could get injured. Similarly, slip on shoes could cause injury when on bridges or zip slides if they fell off or did not have good grip on the soles.</p> <p>One problem with the safety arrangements is that there is no instructor with you on the course; they are only on the ground. So if someone got into difficulties, it would be hard for them to come up quickly to help.</p>

Level	Mark	Descriptor
Level 0	0	No reward able material.
Level 1	1-2	<p>Response is likely to be descriptive, and safety measures may just be lifted from the extract. There will be little attempt at evaluation of these measures, or very basic evaluative statements.</p> <p>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.</p>
Level 2	3-4	<p>Some evidence of evaluation and linking of the safety measures to the customers. Evaluation may all be positive.</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>
Level 3	5-6	<p>Clear evaluation of effectiveness of many of the safety measures from the case study. There will be both positive and negative evaluation present in the response, and it will be clearly linked to customers throughout.</p> <p>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.</p>

Question Number	Answer	Mark
3(a)	One mark for any reasonable suggestion e.g. fitness, competitive nature, challenge, socialising, hobby, enjoyment, fun.	(1)

Question Number	Answer	Mark
3(b)	<p>Up to 2 marks for a clear description of sightseeing.</p> <p>Response may be theoretical e.g.</p> <ul style="list-style-type: none"> ▪ A sightseeing holiday is when you tour around a destination, country or area (1) looking at all the famous attractions such as castles or gardens (1) <p>Responses giving theory and examples of sights or sightseeing holidays can also be credited. e.g.</p> <ul style="list-style-type: none"> ▪ A holiday visiting places of interest (1) such as Shakespeare's birthplace in Stratford(1) <p>Responses describing an example/s of a sightseeing holiday can also be credited. e.g.</p> <ul style="list-style-type: none"> ▪ A sightseeing holiday could be if you went to London and went on a coach tour to see Big Ben, Buckingham Palace and the Tower of London (2) <p>NO marks to be awarded for repetition of "sights" in answer e.g. "sightseeing is when you go to see sights"</p>	(2)

Question Number	Answer	Mark
3(c)	<p>No mark for identification of product/service. Up to two marks for each explanation of why product/service chosen. For two marks explanation must be specific to the needs or implied needs of Mavis and Harry.</p> <p>Example answers</p> <p>The free newspapers will be appealing as they will have something to read on the flight (1)</p> <p>The larger, wider leather seat will be appealing to Mavis and Harry. The flight to New York will be quite long, and they are obviously an older couple, so it is important that they are comfortable on such a long flight (2)</p> <p>The cabin crew and level of service will be appealing as the couple have never flown before, they may be feeling nervous, so the fact that there are lots of cabin crew who will be able to reassure them is good. (2)</p> <p>The meals and drinks on board will appeal, as it is a special occasion holiday, they would like a drink and nice meal to start their trip in a good way (2)</p>	(4)

Question Number	Answer	Mark
3(d)	<p>One mark for each of two diseases from the following;</p> <ul style="list-style-type: none"> ▪ Cholera ▪ Yellow Fever ▪ Typhoid ▪ Hepatitis ▪ Malaria or mosquito bites ▪ Tetanus ▪ HIV/Aids <p>Or any other appropriate disease e.g. Polio.</p>	(2)

Question Number	Answer	Mark
3(e)	<p>Up to two marks available for explanation of why customers need to take precautions with food/drink</p> <p>Basic answers which simply state “if they don’t take this advice they will become ill”, with no reference to the stimulus material, max 1 mark.</p> <p>Answers may relate to;</p> <ul style="list-style-type: none"> ▪ Milk may also be contaminated if not boiled before drinking (1) ▪ Unpeeled fruit may have been washed in contaminated water (1), so this could cause sickness or diarrhoea (1). ▪ Undercooked meat and fish may have harmful bacteria (1) in that have not been destroyed in the cooking process, so could make you ill (1) ▪ Bottled water has been treated and purified (1). However it is important to make sure that the bottle seals are unbroken otherwise it could still be dangerous to drink (1). 	(2)

Question Number	Answer	Mark
4(a)	<p>One mark available for a UK business travel destination</p> <p>e.g. Edinburgh, Glasgow, Cardiff, Manchester, Leeds, Birmingham, London, Brighton, Harrogate</p> <p>or any other suitable destination</p>	(1)

Question Number	Answer	Mark
4(b)	<p>Up to two marks available, one for each appropriate feature of destinations.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Airport/International airport (1) ▪ Large 4* or 5* Hotels/range of accommodation (1) ▪ Halls or conference centres (1) ▪ Good transport links/easy accessibility/easy to get to (1) e.g. motorway access (1) ▪ Range of restaurants and bars (1) ▪ Good signal for mobile phones (1) ▪ Easy to travel around (1) <p>Features must be of destination NOT the accommodation.</p> <p>e.g. wifi internet (0)</p>	(2)

Question Number	Answer	Mark
4(c)	<p>Up to two marks available for a positive impact of business travel. Basic impacts identified max one mark only, e.g. jobs/money/revenue (1)</p> <p>Example answers:</p> <ul style="list-style-type: none"> ▪ Business travel creates jobs for local people (1) in hotels and conference venues (1) ▪ Business travel brings income/revenue to a city (1) for example business people will spend money in restaurants and bars in the city (1) 	(2)

Question Number	Answer	Mark
4(d)	<p>Up to two marks available for features, answers must refer to at least TWO different examples of features as identified and described in the case study</p> <ul style="list-style-type: none"> ▪ Accommodation in villas or lodges(1) ▪ Adventure golf course (1) Archery Centre (1) Leisure Bowl/ten-pin bowling (1) ▪ French-style cafe(1) Alpine Pancake house (1) ▪ Mini train(1) <p>Do not accept:</p> <ul style="list-style-type: none"> ▪ Restaurant/cafe (0) ▪ Accommodation (0) ▪ Activities (0) 	(2)

Question Number	Answer	Mark
4(e)	<p>Up to 4 marks for explanation of sustainability at a purpose built destination. Max 2 marks for a description only.</p> <ul style="list-style-type: none"> ▪ They could re-cycle all their waste e.g. bottles from the bar (1) ▪ Have push-button showers, to save water (1) ▪ Use sustainable timber when building their lodges.(1) ▪ Plant a tree for everyone they chop down (1) ▪ Turn food waste into compost, and spread this around the plants and trees on the site, this would not only be good for the environment and save money on buying compost but it might also encourage wildlife.(2) ▪ They could make sure that they buy their produce from local farmers or local shops. This will not only give locals more income, but also save on transportation pollution from delivery lorries (2) ▪ Have time-limiting switches in the accommodation, so that lights are switched off automatically when not needed to save electricity(2) <p>Reduce/reuse/recycle with no details - 0 marks.</p>	(4)

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467

Fax 01623 450481

Email publications@linneydirect.com

Order Code UG024400 Summer 2010

For more information on Edexcel qualifications, please visit www.edexcel.com/quals

Edexcel Limited. Registered in England and Wales no.4496750
Registered Office: One90 High Holborn, London, WC1V 7BH