

Mark Scheme

Summer 2013

Leisure and Tourism (5LT01)

Unit 1: The Leisure and Tourism Industry

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

Summer 2013

Publications Code UG037219

All the material in this publication is copyright

© Pearson Education Ltd 2013

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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:

Question Number	Answer	Mark
1(a)	B – sport and physical recreation	(1)

Question Number	Answer	Mark
1 (b)	<p>Any two of the following may be credited with one mark</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ Ballroom (1) ▪ Disco (1) ▪ Break dancing (1) ▪ Tap dancing (1) ▪ Line dancing (1) ▪ Folk dancing (1) ▪ Morris dancing (1) <p>Any other named type of dancing/dance may be credited.</p>	(2)

Question Number	Answer	Mark
1(c) (i)	<p>ONE mark for a named example of a major sports venue, maybe football/rugby grounds, cricket grounds, golf courses, racecourses etc...</p> <p>Examples may include:</p> <ul style="list-style-type: none"> • Stamford Bridge • Aintree racecourse • Wimbledon • Olympic Stadium • Royal Birkdale • Trent Bridge Cricket ground • Noucamp Barcelona • Wembley <p>UK or overseas examples may be credited.</p>	(1)

Question Number	Answer	Mark
1 (c) (ii)	<p>Up to two marks, one for each product/service identified. E.g.</p> <ul style="list-style-type: none"> • Refreshment kiosk/café/restaurants/food/drink (1) • Seating/stands/enclosures (1) • Car parks (1) • Tickets/ticket packages (1) • Hospitality packages (1) • Facilities such as toilets/baby change etc (max 1) • Facilities for specific needs e.g. ramps (max 1) • Souvenir shops/stalls (1) selling e.g. football kits (1) • Stadium tours (1) 	(2)

	<ul style="list-style-type: none"> • The match/pre-match entertainment (1) • Pop concerts (1) • Stewards/security (1) <p>Any other suitable product/service may be credited.</p>	
Question Number	Answer	Mark
1(d)	<p>Up to four marks for description of the differences between a short haul and a long haul holiday.</p> <p>Examples of short/long haul flights and destinations may also be credited if correct.</p> <p>Differences should include flight time, and destinations/length/type of holiday for maximum marks</p> <ul style="list-style-type: none"> • A holiday to a faraway place (1) • A holiday where your flight is less than 5 hours (1) whereas a long haul flight is 6 hours or more (1) • A flight within Europe (1) unlike long haul which is to another continent, (1) for example Australia (1) • A long haul holiday is usually to a country such as USA, (1) and it is classed as long haul because the flight is about 7 hours or more (1). The opposite to this is a holiday to Spain,(1) because the flight is only about 2 hours (1) <p>Accept regional/hourly variations (short haul up to 5/6 hours, long haul is over 6/7 hours)</p>	(4)

Question Number	Answer	Mark
1(e)	<p>Up to three marks for a description of the main duties of your chosen job.</p> <p><u>Cinema Staff</u></p> <ul style="list-style-type: none"> • Selling tickets to see films (1) • Showing you to the correct screen/your seat (1) • Checking you have the correct ticket (1) and are the right age for the film (1) • Selling food and drink e.g. popcorn / ice cream / fizzy drinks (1) • Tidying up after film finishes (1) • Technical duties (e.g. film projection) (1) • Safety and behaviour monitoring (1) e.g. monitoring noise levels/mobile phone use/recording equipment/litter (1) • General cinema admin duties (Max 1) <p><u>Coach Driver/Courier</u></p> <ul style="list-style-type: none"> • Driving the coach (1) and scheduling appropriate breaks (1) • Helping people on and off the coach (1) • Storing baggage in the boot (1) • Describing places of interest along the way (1) • Ensuring safety on coach e.g. checking seat belts/ensuring people stay seated (1) • Putting on films/DVD entertainment (1) • Serving refreshments (1) • Giving information (1) such as arrival and departure times (1) 	(3)

Total for Question 1 = 13 marks

Question Number	Answer	Mark
2(a)	C – setting up a database for online bookings	(1)

Question Number	Answer	Mark
2 (b)	<p>Up to two marks for a description of what is meant by a 'not for profit' objective. Examples may be credited. Basic responses max 1 mark.</p> <p>e.g.</p> <ul style="list-style-type: none"> • working for nothing/not making a profit (0) • When you don't want/need to make money (1) • Better health is an example of a not for profit objective (1) • It is when giving the public a service is more important than making a profit or increasing income (1) Such as local library, which provides a service to local people and only needs enough money to cover its costs (1) 	(2)

Question Number	Answer	Mark
2(c)	<p>One mark for each correctly matched piece of information. Each example may only be used once.</p> <p>Product pandas/giant pandas; Tian Tian; Yang Guang; pandacams; tickets</p> <p>Place Edinburgh Zoo; Edinburgh; Zoo; enclosures, Scottish capital; internet ticket booking.</p> <p>Price £15.50 for adults; £11.00 for children (3 – 15); family ticket £47.70</p> <p>Promotion family ticket for 2 adults and 2 children is £47.70; journalists; panda-cams online; 10% donation to charity; family ticket £47.70; tv/newspaper reports; website/cams</p>	(4)

Question Number	Indicative Content
<p>*2(d)</p> <p>QWC</p>	<p>Up to six marks for evaluation of the effectiveness of introducing the pandas to Edinburgh Zoo.</p> <p>Possible evaluation may include:</p> <p>1. Attracting new customers</p> <ul style="list-style-type: none"> • online panda cams can be seen worldwide, so incoming visitors may increase • large media interest including foreign journalists will give increased publicity for the zoo. • Can book tickets online when looking at panda-cams • Different customer types may be attracted e.g. conservationists, educational groups etc. • If the pandas don't have cubs, once people have visited once, they are unlikely to come back again • Not everyone likes pandas. • Zoos are seen by some people as cruel because they keep animals in cages. • Donations/conservation zoo might attract eco-friendly tourists <p>2. Keeping up with increasing competition</p> <ul style="list-style-type: none"> • Only pandas in the UK, so people might travel to Edinburgh rather than another zoo in the UK specially to see them • Pandas very popular with children, so pester power might increase business, e.g. Kung Fu Panda film • Panda cam is new technology, so if they have cubs this will be an even better for them against the competition. • Other zoos may also introduce something new in the future, so they will have to keep up to date to keep their competitive edge.

Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic responses that are mainly descriptive, or repetitive of case study. Limited evaluation. May consider either positive or negative aspects, and only one of the two points 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.
2	3-4	Responses with some evaluation. Responses may have clear application and some evaluation or some application and clear evaluation. Both points are considered, though not in great detail. 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.
3	5-6	Focused responses with sustained evaluation considering both points and extended detail. Must consider both positive and negative aspects for max 6 marks. 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 for Question 2 = 13 marks

Question Number	Answer	Mark
3 (a)	C - A three day school trip to London visiting museums	(1)

Question Number	Answer	Mark
3 (b)	<p>Up to two marks for a description of "spiritual wellbeing". Examples may also be credited. e.g.</p> <ul style="list-style-type: none"> • It is an activity which makes you calm/ relaxed/peaceful/de-stressed (1) • Linked with religion e.g. prayer/meditation (1) • Yoga or tai-chi (1) (max one for example) • When you go to a leisure centre to do a class or have a treatment which will leave you feeling better after a stressful day or week (1) This may be a massage or hot stone treatment for example (1) 	(2)

Question Number	Answer	Mark
3 (c)	<p>Up to two marks for each explanation of why it is important for a traveller to follow two of these tips when visiting countries abroad. No mark for repeating tips or explanation.</p> <ul style="list-style-type: none"> • You should make sure you have insurance (0) or you could face a huge medical bill (1) if you fall ill and need treatment abroad (1) ▪ Make sure you have an EHIC card (0)so that you don't have to pay for healthcare in Europe (1) as it can be very expensive and saves you carrying extra cash for emergencies (1) • Drink lots of water(0) to avoid dehydration (1) as when the weather is hot dehydration can make you very sick and spoil your holiday (1) • Be safe in the sun (0) as when it is really hot and sunny we are not used to it , that is why you should avoid the sun between 11am-3am as it's very strong (1) and if you get sunstroke/sunburn you can be really ill (1) and could lead to skin cancer (1) (Max 2) • Knowing the emergency numbers (0) is a good idea, as if there was an emergency you could panic (1) and not know the language to ask or telephone for help (1) <p>Any other suitable explanation, linked to two of the five tips may also be credited.</p>	(4)

Question Number		Indicative Content
*3(d)		<p>Evaluate the suitability of travel to each hotel for chosen customer.</p> <p>Business Customer <u>Reason for travel</u> – a conference which may be in hotel or SECC <u>Convenience</u> – has a business centre, wifi and meeting rooms <u>Accessibility</u> - near airport; near motorway; Near SECC (Exhibition Centre)</p> <p>Young couple on a weekend break <u>Reason for travel</u> – weekend break, see attractions, shopping entertainment <u>Convenience</u> – in the city centre, near shops and it has motorway links with north England and they live in Preston and could get there in two hours. <u>Accessibility</u> - near motorway, train station close by</p> <p>Evaluation could also include length of stay, business person may be alone, type of transport that they may arrive on.... Etc.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>Basic responses that are mainly descriptive, or repetitive of case study. Limited evaluation. May have only considered one of the two hotels.</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>
2	3-4	<p>Responses with some evaluation and application. Responses may have clear application with reference to travel options to both hotels and some evaluation or some application and clear evaluation, linked to chosen customer type.</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>
3	5-6	<p>Focused responses with sustained evaluation and clear application and link to chosen customer type and their needs. Both hotels will have been considered. Negative and positive comments will be included.</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>

Total for Question 3 = 12 marks

Question Number	Answer	Mark
4 (a)	D – Historical and Cultural	(1)

Question Number	Answer	Mark
4 (b)	<p>Up to three marks for a description of the positive impacts of day visitors on Canterbury.</p> <p>List or single word answers, max 1 mark.</p> <p>e.g.</p> <ul style="list-style-type: none"> • More visitors (0) • Car/coach parking fees (1) • Jobs in attractions/shops (1) • Spend money in shops (1) on souvenirs(1) • Admission fees for the historical attractions (1) • May eat in the range of restaurants and pubs,(1) giving them income (1) and provide employment for local people (1) • Money spent by day visitors(1) can be invested in improving local area (1) e.g. flower beds and hanging baskets (1) <p>Any other reasonable positive impact may be credited.</p>	(3)

Question Number	Answer	Mark
4 (c)	<p>One mark for each of TWO ways in which the possible negative impacts of tourism are already being managed in Canterbury.</p> <ul style="list-style-type: none"> • Preserving the ruins (1) • Walking trails (1) • Guided walks (1) • Boat trips (1) • Parking outside the city centre/park n ride (1) • Litter control/recycling (1) 	(2)

Question Number	Answer	Mark
4 (d)	<p>Up to two marks, one for each correctly named National Park in the UK</p> <p>e.g.</p> <ul style="list-style-type: none"> • Exmoor (1) • Dartmoor (1) • New Forest (1) • Brecon Beacons (1) • Snowdonia (1) • Pembrokeshire Coast (1) • Peak District (1) • Yorkshire Dales (1) • North York Moors (1) • Lake District (1) • Northumberland (1) • Loch Lomond and the Trossachs (1) • Cairngorms (1) • South Downs (1) • The Broads (1) <p>Or any other national park designated by June 2013.</p>	(2)

Question Number	Answer	Mark
4 (e)	<p>Up to three marks for how a countryside area can develop in a sustainable way. Marks may be awarded for up to three separate ideas or for one or two ideas with detail. Answers which focus on walks max 1. Examples may also be credited.</p> <p>Ideas may include</p> <ul style="list-style-type: none"> ▪ Restrict the amount of caravan and campsites in the countryside (1) ▪ Litter control/ recycling bins/cleaning (1) ▪ Conservation activities (1) ▪ Environmental education projects (1) ▪ Environmentally friendly accommodation (1) such as yurts (1) ▪ Activities that do not damage the environment (1) ▪ Protecting habitats of animals/wildlife/plants (1) ▪ Buying produce from local suppliers/farmers (1) to give them income (1) ▪ Good public transport from nearby towns (1) which will reduce congestion on the roads and parking problems in the countryside(1) ▪ Using local materials or recycled stone in any development to prevent eyesores (1) and having planning restrictions on new developments (1) for example in the Yorkshire Dales any new walls have to be built of limestone to fit in with the surroundings. (1) 	(3)

--	--	--

Total for Question 4 = 12 marks

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

Telephone 01623 467467
Fax 01623 450481
Email publication.orders@edexcel.com
Order Code UG037219 Summer 2013

For more information on Edexcel qualifications, please visit our website
www.edexcel.com

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual
.....



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

