

# Mark Scheme (Results)

Summer 2015

Pearson Edexcel GCSE Leisure and  
Tourism

Unit 1 (5LT01)

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## 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:
  - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
  - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
  - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question Number	Answer	Mark
<b>1 (a)</b>	One mark for correct answer B – the Grand Canyon	<b>(1)</b>

Question Number	Answer	Mark
<b>1 (b)</b>	One mark for each leisure facility correctly matched to its key component  Cinema = Arts and Entertainment (already done) Football pitch = Sport and Physical Recreation Caravan Park = Accommodation and Catering Theme Park = Visitor Attraction	<b>(3)</b>

Question Number	Answer	Mark
<b>1 (c)(i)</b>	One mark for a named example of an organisation/company <b>Transportation</b> e.g. British Airways; easy Jet; Virgin trains; London Underground; Stena Line, First Group <b>Travel Agents</b> e.g. Thomas Cook; Thomson; Co-operative Travel; First Choice Travel Any other suitable named transportation organisation or travel agent may be credited.	<b>(1)</b>

Question Number	Answer	Mark
<b>1 (c)(ii)</b>	<p>One mark for a product/service offered by the named organisation in 1 (c)(i)</p> <p><b>Any suitable product/service from named organisation may be credited.</b></p> <p><b>Transportation</b> e.g.            Products/Services may include;</p> <ul style="list-style-type: none"> <li>• Train/air/ferry/bus journeys/tickets (1)</li> <li>• Services on board transportation e.g. catering, seating, shops (1)</li> </ul> <p><b>Travel Agents</b> e.g.            Product/Services may include</p> <ul style="list-style-type: none"> <li>• Booking Holidays/travel arrangements (1)</li> <li>• Giving help/advice/information e.g. visas/currency/destinations (1)</li> <li>• Leaflets and brochures (1)</li> </ul> <p>Any suitable product/service from named organisation may be credited.</p>	<b>(1)</b>

Question Number	Answer	Mark
<b>1 (d)</b>	<p>Up to three marks for a description of <b>one</b> of the duties of a lifeguard. For maximum 3 marks it must be applied to a swimming pool situation. basic safety/list of duties max 1 mark.</p> <ul style="list-style-type: none"> <li>• To watch/observe the people in the pool (1) rescue them if they are drowning (1) and give them first aid if needed. (1)</li> <li>• To watch out for bad behaviour in pool or surrounding area,(1) such as running or diving where it is not allowed (1)and making sure that people keep to the health and safety rules (1)</li> <li>• To check the quality of the water (1) and make sure the levels of chlorine are safe (1) and add chemicals as needed.(1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
<b>1 (e)</b>	<p>Up to four marks available for an explanation. Descriptive responses, maximum two marks. E.g.</p> <ul style="list-style-type: none"> <li>• Faster/easier/quicker/save time/don't have to leave home (1)</li> <li>• Global/worldwide communication possible (1)</li> <li>• Because most young people have access to computers/smart phones/tablets (1). This means that they can keep in touch with all their friends wherever they are (1) slower ways of communicating e.g. writing letters/speaking on the phone are now less popular (1).</li> <li>• WiFi is more freely available than it used to be (1) so you are not tied to a computer to have access to the internet (1).</li> <li>• There are lots of new ways for socialising electronically as there are now lots of social media, such as Facebook, Twitter etc (1) and young people see the celebrities doing it so they want to copy/follow them (1)</li> <li>• The improvements in speed of technology (1) and the increase in computer ownership (1) and the availability of super-fast virtual reality games (1). This means that you can now play a game online with a friend in another place.(1)</li> <li>• Cheaper (0) unless linked to other advantages such as not having to catch a bus or pay postage</li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
<b>2 (a)</b>	One mark for the correct answer C – finance	<b>(1)</b>

Question Number	Answer	Mark
<b>2 (b)</b>	<p>Up to four marks available for an explanation of how new technology is used at a leisure centre to ensure customer and property safety. Descriptive responses, maximum two marks. Explanation must be linked to leisure centre. Responses must be linked to an identified new technology. Responses maybe 2 X 2 or 1 X4</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• They can use CCTV/security cameras (1) so that if any suspicious activity like vandalising machines is taking place they can tackle it immediately (1)</li> <li>• They can have security coded/chipped membership cards (1) so that no strangers or non-members can gain entry (1)</li> <li>• They can have cut off devices or speed limiters attached to exercise machines(1) to stop customers from injuring themselves if an item of clothing was caught in them for example (1)</li> <li>• They could install entry barriers for swipe in and out (1) this would ensure that only those who are members or who have paid can get in (1) it would also ensure that equipment is not damaged or vandalised (1) as only those who were members and trained to use it would be in the leisure centre (1)</li> </ul> <p>Accept any other named technology appropriate to leisure centre</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>2 (c)</b>	<p>Four marks available for matching correctly the example to the correct P</p> <p>6 miles from city centre – <b>PLACE</b>  Souvenirs – <b>PRODUCT</b>  £15.00-<b>PRICE</b>  25% discount for early bookings - <b>PROMOTION</b></p>	<b>(4)</b>

Question Number		Indicative Content
<b>2 (d)</b>		<p>Evaluation may include the following points:</p> <p><b>Keep existing customers</b></p> <ul style="list-style-type: none"> <li>+ More for them to do, especially lower age group</li> <li>+ May choose to stay at the hotel and visit for two days instead of one</li> <li>+ May increase repeat visits as those who have been before may return for the new attraction.</li> <li>- Lots to do already, so maybe too much to see now in one day</li> </ul> <p><b>Attract new customers</b></p> <ul style="list-style-type: none"> <li>+ Those with smaller children who may not have visited before as they thought Lego was too old for them</li> <li>+ Business and corporate visitors may now be attracted, as it is unique hotel with excellent facilities for them</li> <li>+ They may bring their families with them</li> <li>-Business travellers may not be attracted, as it's going to be too noisy with so many children around the hotel</li> </ul> <p>Any other suitable point evaluated may be credited, but not further suggested improvements</p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-2</b>	Limited evaluation which may be mainly descriptive, information may simply be lifted from the case study, or have evaluated the article as promotional material The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
2	<b>3-4</b>	Some evaluation that considers existing and/or new customers, and has links with the new facilities. May consider positive and/or negative points. The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
3	<b>5-6</b>	Detailed evaluation, considering both new and existing customers, linked to the facilities offered and has both positive and negative evaluation present. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
<b>3 (a)</b>	<p>One mark for each advantage of travelling by car            Advantage must be applicable to family with baby.            e.g.</p> <ul style="list-style-type: none"> <li>• It is faster/cheaper (1)</li> <li>• They can stop as often as necessary for feeds (1)</li> <li>• The baby can be strapped in using its own baby seat (1)</li> <li>• They can plan their route get there quickly to avoid stress for baby(1)</li> <li>• They have plenty room for luggage, prams, changing mats...(1)</li> <li>• Baby will not disturb other passengers as they would on a plane/train (1)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>3 (b)</b>	<p>Up to four marks available for an explanation.            Descriptive response, max 2 marks.            e.g.</p> <ul style="list-style-type: none"> <li>• To meet the budget of their customers (1)</li> <li>• To meet the needs of different types of customers (1)</li> <li>• International flights will be across different time zones (1) so they offer better services and seats in Business and First to enable customers to sleep in them (1) so they do not arrive with jetlag (1)</li> <li>• So that they can offer a range of different fares for different levels of service (1) this enables them to fill the aircraft and fly economically (1) To make more money (1)</li> <li>• As international flights are usually long (1) customers may choose to pay more for comfortable seats, better food etc (1) so the airlines will give them this choice and make more money (1)</li> <li>• To attract a range of different customer types (1) for example business people who require better services will choose business or first(1) and those with less money going on holiday may choose economy (1) as they will have more money to spend at their destination.(1)</li> </ul> <p>Credit responses which describe all three classes (up to 2 marks) links to customer types and needs (1) but must link to airline – filling plane, profitability, sales, income etc to gain 4<sup>th</sup> mark</p>	<b>(4)</b>

Question Number		Indicative Content
<b>3 (c)</b>		<p>Assessment may include the following:            May consider factors of cost, convenience and accessibility.            May also consider motivation factor of fitness.</p> <p><b>Option 1</b>            + can walk there/can get there quicker/can go early morning before work            + walking will also increase her fitness            + unlimited visits for this price, could go more than twice a week            + in a hotel so sounds luxurious            – More expensive monthly initially (£60)</p> <p><b>Option 2</b>            - £8 per week in fares x4= £32 per month + £30 membership.            – More expensive if she goes twice a week            – Limited to the times the public transport runs            – May be tired after work, finishes work late            + Safer on train rather than walking if late at night            + bigger so more professional/more machines etc</p> <p>Assessment will link the factors above e.g,  <b>Cost</b> – if cost is her prime consideration, as travel is expensive in London, then she would be better choosing option 1 as she will not have to pay for travel. Option 2 is only cheaper if she only goes once a week.  <b>Convenience/Accessibility</b> – option 1 is closest to her flat, so she can go more often without paying more for transport.  <b>Fitness</b> is her main motivation, then option 1 is also the best as she can go every day if she wants to.</p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-2</b>	<p>Limited assessment, may be just description of options. Unsubstantiated choice made. Information may be lifted.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	<b>3-4</b>	<p>Some assessment of options, considering positive and/or negative points. Reasons given for choice made and some correct calculations may be included.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	<b>5-6</b>	<p>Both options assessed in detail, both positive and negative aspects considered. Reasons for choice are clear, linked with motivation factor and maybe supported with calculations. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
<b>4 (a)</b>	One mark for the correct answer B      Cotswolds	<b>(1)</b>

Question Number	Answer	Mark
<b>4 (b)</b>	<p>One mark for each correctly named example of each destination type.</p> <p><b>Business travel destination</b> e.g. Brighton(1), London (1) , Birmingham (1) , Leeds (1) ,Manchester (1) , Edinburgh (1) , Cardiff (1) ,Belfast (1).</p> <p>Any other UK business travel destination may also be credited.</p> <p><b>Seaside Resort</b> e.g. Llandudno (1) Blackpool (1) Bournemouth (1) Newquay (1) Great Yarmouth (1) Scarborough (1) Brighton (1) Tenby (1) Portrush (1) Eastbourne (1)</p> <p>Any other UK seaside resort may also be credited.</p>	<b>(2)</b>

Question Number	Answer	Mark												
<p><b>4 (c)</b></p>	<p>One mark for each impact correctly matched with either x or a tick (✓).</p> <p>Where a student has crossed out an answer, please send it to review.</p> <table border="1" data-bbox="405 492 1134 734"> <thead> <tr> <th data-bbox="405 492 699 528"><b>Impact</b></th> <th data-bbox="699 492 928 528"><b>Positive</b></th> <th data-bbox="928 492 1134 528"><b>Negative</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="405 528 699 602">Traffic Congestion</td> <td data-bbox="699 528 928 602"></td> <td data-bbox="928 528 1134 602">X</td> </tr> <tr> <td data-bbox="405 602 699 667">Footpath erosion</td> <td data-bbox="699 602 928 667"></td> <td data-bbox="928 602 1134 667">X</td> </tr> <tr> <td data-bbox="405 667 699 734">Nature reserves</td> <td data-bbox="699 667 928 734">X</td> <td data-bbox="928 667 1134 734"></td> </tr> </tbody> </table>	<b>Impact</b>	<b>Positive</b>	<b>Negative</b>	Traffic Congestion		X	Footpath erosion		X	Nature reserves	X		<p>(3)</p> <p>(3)</p>
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Traffic Congestion		X												
Footpath erosion		X												
Nature reserves	X													

Question Number	Answer	Mark
<b>4 (d)</b>	<p>Up to four marks for explanation of measures taken to ensure that new developments are sustainable. Can be 2x2 or 1x4            Description of measures, maximum 2 marks.            Answers could relate to UK or overseas            e.g.</p> <ul style="list-style-type: none"> <li>• build any new facilities in keeping with landscape (1)</li> <li>• install solar panels/use renewable energy(1)</li> <li>• protect wildlife and/or their habitats (1)</li> <li>• park and ride/cycle paths to reduce pollution (1)</li> <li>• Developers should use local materials e.g. stone/wood in any buildings (1) to ensure that they do not become a visual eyesore (1)</li> <li>• Having strict planning regulations (1) which will protect wildlife that might be disturbed by tourism developments (1)</li> <li>• Training and employing local people and/or buying local food (1) to enable them to have an income and a good standard of living from tourism (1) This income can then be re-invested in the local area (1) to protect the environment, maybe by creating a nature reserve or planting more trees.(1)</li> <li>• Litter bins/control/pickers (1)</li> <li>• More attractions accommodation (1)</li> </ul>	<b>(4)</b>

**Total for Paper – 50 marks**

