

Mark Scheme (Results)

January 2013

GCSE Leisure and Tourism (5LT01)
Unit 1: The Leisure and Tourism
Industry

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Question Number	Answer	Mark
1(a) AO1	B – The London Eye	(1)

Question Number	Answer	Mark
1(b) AO1	<p>Any two major theme parks may be credited with one mark each. Examples may be in the UK or overseas.</p> <p>E.g.:</p> <ul style="list-style-type: none"> • Alton Towers (1) • Lightwater Valley (1) • Chessington World of Adventures (1) • Thorpe Park (1) • Oakwood Park (1) • Pleasure Beach Blackpool (1) • Disneyland (Paris, Hong Kong etc) (1) <p>Any other suitable theme park may also be credited.</p>	(2)

Question Number	Answer	Mark
1(c) AO1	<p>Up to two marks for a definition of home based leisure, one mark for definition and one mark for example.</p> <ul style="list-style-type: none"> • 'It is what you do in your own home' (0) • 'When you stay at home to do it, and don't go out' (1) • Leisure activities which are mainly undertaken in a person's home, or friend's home, (1) such as watching a DVD or listening to your iPod (1) <p>Home based leisure activities which may be given as examples may include: Reading (1) watching TV (1) listening to/playing music (1) Socialising electronically e.g. Facebook (1) Gardening (1) DIY (1), Arts&Crafts (1), Cookery (1) or any other suitable example. Basic examples such as "going on the computer" (0) -as could be work related.</p>	(2)

Question Number	Answer	Mark
<p>1(d) AO1</p>	<p>Up to three marks for the duties of a leisure centre assistant, working on reception. These may include administration, or any general "customer service" duties. General customer service duties, max 2 marks. For all three marks, should be applied to a leisure centre reception desk</p> <p>Marks may be awarded for single duties, or developed detail of one or more duties.</p> <ul style="list-style-type: none"> • Answering the phone (1) • Answering customer questions/queries (1) • Dealing with complaints (1) • Keeping the diary up to date (1) • Taking payments for bookings (1) and cashing up at the end of the day (1) • Greeting customers at reception (1) and booking them into their classes (1) then showing them where the changing rooms are (1) <p>Any other reasonable duty may also be credited.</p>	<p>(3)</p>

Question Number		Indicative Content
* 1(e) AO3		<p>Evaluation may include the following points</p> <p>Types of customer</p> <ul style="list-style-type: none"> + Couples and middle aged/older people are well catered for + Good for rich/upper class opera/ballet lovers + A few shows for young children so good for families + Great selection of famous west-end musicals, which lots of different customer types like - No shows really suitable for older children or families with older children - Too many musicals and music type shows e.g. ballet and opera, catering for older couples and groups e.g. coach parties, limiting audience type <p>How the range could be improved to attract a wider audience</p> <ul style="list-style-type: none"> More up to date bands and artists More selection – less musicals More for children e.g. TV programme spin offs
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 consider either positive or negative aspects. Limited range of customers and little reference to improvements.</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 and some evaluation or some application and clear evaluation. Positive and/or negative aspects are considered, though not in great detail. A range of customer types is considered and may have suggested improvements.</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 application considering positive and/or negative aspects and reference to a range of customer types and will have suggested improvements to programme.</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 1 = 14 marks		

Question Number		Indicative Content
* 2(d) AO3/01		<p>Assessment may be positive or negative and may include:</p> <p>Encourage more people to cycle</p> <ul style="list-style-type: none"> + Having bike hire available for those who do not have their own bike + Having a range of different bikes available to hire, including families with babies, young children, couples and even older/disabled people <p>Encourage regular cycling for fun, health and fitness</p> <ul style="list-style-type: none"> + Hire centres open daily in summer - Not open all year round + Half price vouchers for repeat visitors + Cycle routes are traffic free, so safe and fun <p>Create a new cycle route from Bakewell to Buxton</p> <ul style="list-style-type: none"> + They have created more than 58 miles of new cycle route - It doesn't say that part of this is Bakewell-Buxton. <p>Promote better public transport links to help reduce car use and carbon emissions</p> <ul style="list-style-type: none"> - No mention of public transport - Has car parking, so people will have to use their cars to get to the cycle hire places, + Could use cycles to get from Bakewell to Buxton instead of cars
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Basic responses that are mainly descriptive, or repetitive of case study. Limited assessment. Response not linked to objectives. 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 assessment and application. Responses may have clear application and some assessment or some application and clear assessment. Limited links with the objectives. 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 assessment and application with clear links to the objectives. 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) AO1	C – Health and fitness	(1)

Question Number	Answer	Mark
3(b) AO2	<p>Two marks, one for an answer from each of these sets</p> <ul style="list-style-type: none"> • Business/business travel/work/job (1) • Holidays/Leisure/weekend break/short break (1) <p>Any other responses are incorrect from the information given.</p>	(2)

Question Number	Answer	Mark
3(c) AO2/1	<p>Up to two marks for each of two advantages of travelling by car for Winston. Contrast between road and other forms of transport e.g. rail, air, may also be credited if appropriate. For maximum marks the advantages must be linked with scenario – primarily a business trip and a weekend break.</p> <ul style="list-style-type: none"> • Motorways are fast you can go at 70mph (1) • Cars can be cheaper than trains (1) • He can leave and get home whenever he wants (1) unlike train where he is tied to departure times (1) • Good motorway network in the UK (1), should enable Winston to get to and between destinations quickly (1) • Motorways have service stations (1) where he can stop and rest, get refreshments etc in between his customers (1) • Many of his customers are in rural areas (1), so public transport would not necessarily be the quickest and best way to get to them (1) 	(4)

Question Number	Answer	Mark
3(d) AO2	<p>Up to four marks available for explanation. Can be for single points or detailed points.</p> <ul style="list-style-type: none"> • Passports have your photo on so no-one else can travel pretending to be you (1) • To identify potential terrorists (1) • To ensure the safety of other passengers/travellers (1) • Even people on domestic flights nowadays have to have photo ID (1), this enables them to be identified as the same person who has booked the ticket (1) • Machines read your details from the passport (1) and this can also match with a database of known criminals or terrorists (1) • Every single person in the airport can be accounted for (1) in the case of an evacuation or bomb scare (1) • New passports have a biometric chip in them (1), this contains all your personal details (1), so they are very difficult to forge (1), to control who can enter or leave the country (1) 	<p style="text-align: right;">(4)</p>
Total marks for Question 3 = 11 marks		

Question Number	Answer	Mark
4(a) AO1	<p>One mark for each correct example.</p> <p>Tourist Towns and Cities e.g. Leeds, London, Birmingham, Belfast, Cardiff, Glasgow, Nottingham, Newcastle</p> <p>Countryside Areas e.g. Any named National Park e.g. Lake District, Peak District or AONB; named forest e.g. Forest of Dean; named coastal area or named moorland area, or named country park</p> <p>Seaside Resort e.g. Blackpool, Newquay, Bournemouth, Scarborough, Llandudno, Brighton, Great Yarmouth</p> <p>Any other reasonable example may be credited. Examples MUST be named. e.g. forest (0)</p>	(3)

Question Number	Answer	Mark
4(b) AO1	<p>Up to two marks for a clear definition of ecotourism. Partial definitions may be awarded one mark. Examples which enhance definition may be credited for second mark.</p> <ul style="list-style-type: none"> • Travel which looks after the environment/environmentally friendly (1) • Travel which improves local people's lives (1) • Tourism that is good for the environment (1) • Responsible travel to natural areas that conserves the environment (1) and improves the welfare of local people (1) 	(2)

Question Number	Answer	Mark
4(c) AO2	<p>Up to two marks for each part of the question. Second mark for detail or example. Must be linked to seaside resort or beach for more than 2 marks.</p> <p>The local community</p> <ul style="list-style-type: none"> • More people will visit (0) • More jobs/more income (1) • Improved image/reputation (1) • More income (1) for shops, cafes, pubs and accommodation in the resort (1) • There may be more jobs for locals (1) in things like beach cleaning and car parking attendants (1) <p>The local environment</p> <ul style="list-style-type: none"> • The beach will be clean (1) 	(4)

Question Number	Answer	Mark
	<ul style="list-style-type: none"> • There will be less litter and rubbish on the beach (1) • The water quality will be better (1) and there will be more marine life and fish in the sea (1) 	

Question Number	Answer	Mark
4(d) AO1/2	<p>Up to three marks for a suggestions. For maximum 3 marks, candidates should show a good understanding of the term 'sustainable'. No marks for suggesting measures already included under the Blue Flag Scheme. Ideas may include</p> <ul style="list-style-type: none"> • Having planning restrictions on new developments (1) • Wildlife protection measures (1) • No dogs on the beach (1) • Penalties/fines for littering (1) • Introduce park and ride (1) • Encourage hotels to buy produce from local suppliers/farmers (1) • Use local materials or recycled stone (1) in any new development (1) <p>No marks to be awarded for "building more attractions"</p>	(3)
Total for Question 4 = 12 marks		

Total for paper = 50 marks

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