



Mark Scheme (Results)

Summer 2017

Pearson Edexcel GCSE
In Leisure and Tourism (5LT01/01)
Unit 1: The Leisure and Tourism Industry

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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.

Question Number	Answer	Mark
1(a)	C – Play- and Activity based-leisure	(1)

Question Number	Answer	Mark
1 (b)	<p>One mark for each of two products/services offered. e.g.</p> <ul style="list-style-type: none"> • Armoured tank (1) • Game zones/ any named game zone (MAX1) • 100 paintballs (1) • Clothing (1) • Safety equipment (1) • Photo opportunities (1) <p>Accept any other suitable answer from case study.</p>	(2)

Question Number	Answer	Mark
1 (c)	<p>One mark for each leisure facility, maybe generic or named e.g.</p> <ul style="list-style-type: none"> • an arena (1) • a theatre (1) • a festival (1) • a cinema (1) • a nightclub/club/disco(1) • a concert venue (1) • hotel with evening entertainment (1) • Glastonbury (1) • Royal Albert Hall (1) <p>Any other suitable facility may also be credited.</p>	(2)

Question Number	Answer	Mark
1 (d)	<p>Up to two marks for each description. e.g.</p> <p>Short haul</p> <ul style="list-style-type: none"> • A two week holiday in a destination in Europe (1) • A cruise round the Mediterranean sea (1) • Flight time under 4 hours (1) • These are holidays where the flight time is less than 4-6 hours (1) such as a week's holiday in Spain or Greece (1) • A short break/flight/journey (0) 	(4)

	<p>Long haul</p> <ul style="list-style-type: none"> • A trip to Australia or New Zealand or USA (1) • A Caribbean cruise (1) • Flight time over 6 hours (1) • Holidays to destinations usually outside Europe, such as Thailand (1) where the flight time is over 6 hours and may include a stopover (1) • A long holiday/flight/journey (0) <p>Any other suitable example may also be credited.</p>	
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Question Number	Answer	Mark
1(e)	<p>Up to four marks for duties of air cabin crew. Marks may be awarded for four different duties, or for two or more duties with detail.</p> <p>General 'safety' and 'looking after customers' answers max 2 marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Serving or selling food/drinks/snacks (1) • Selling tax free/duty free products such as perfume (1) • Helping passengers put their cabin baggage into lockers (1) • Welcoming passengers on board (1) • Checking tickets/boarding passes (1) • Ensuring that everyone has their seatbelt on (1) • Doing a demonstration on emergency procedures (1) like how to evacuate safely or how to put your lifejacket or oxygen mask on (1) • If passengers are unwell, then looking after them (1) and giving first aid if needed (1) • Making announcements (1) about arrival times/ expected turbulence ...(1) <p>Any other suitable duties may also be credited.</p>	(4)

Total for Question 1 – 13 marks

Question Number	Answer	Mark
2(a)	B – Promotion	(1)

Question Number	Answer	Mark
2 (b)	<p>One mark for correct identification of tasks undertaken within the functional area of administration only.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Filing (1) • Organising stock (1) • Ordering books (1) • Answering the phone (1) • Dealing with correspondence/ complaints (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	
*2(c)	<p><u>New technology considered in the response may include:</u></p> <ul style="list-style-type: none"> • Scanners (body and baggage) • Chipped passports • Barcoded boarding passes/e tickets/e-boarding passes • Electronic barriers • Eye recognition software • Air traffic control systems -radar and computerised flight plans • CCTV and other security cameras • Databases • Staff security cards/passes <p><u>How this will ensure safety and security</u></p> <p>Suspicious items can be immediately detected (with examples) e.g. weapons....</p> <p>Passport scans can link to national databases so terrorists can be stopped from boarding planes/coming into country</p> <p>Computers controlling flights minimises human error</p> <p>Individuals can be easily identified through eye recognition.</p> <p>Chipped passports enable only the holder to travel and forged ones can be more easily detected</p> <p>Barcoded boarding passes are checked at least twice to make sure that the correct passengers are on board.</p> <p>Electronic barriers, to e.g. car parks, can stop car bombers</p> <p>Staff passes mean terminal and airside access is strictly controlled</p> <p>Any other suitable explanations linked to technology may also be credited, as may examples which refer to safety/security issues.</p>	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Limited explanation, which may be mainly descriptive of

		technology in general. 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	Clear explanation that considers how new technology is used at airports linked to security and safety of passengers and/or staff. 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	Detailed explanation, showing good linkage of electronic technology in meeting the airport's objective. 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(d)(i)	One mark for each reason identified. <ul style="list-style-type: none"> • Keep existing/current customers/to get customers to return (1) • Attract new customers/increase customer numbers (1) • Increasing competition/to compete (1) 	(2)

<p>2 (d)(ii)</p>	<p>Up to 2 marks for each explanation. Must be specific to airports for more than one mark.</p> <p>Explanation: Keep existing/current customers/returning customers</p> <p>e.g.</p> <ul style="list-style-type: none"> • Introduce a loyalty scheme/newsletter as this will encourage repeat business (1) by keeping existing customers informed and offering them discounts on tax free goods (1) • Greater investment in providing excellent customer service/ airport services as this will give the customer a memorable experience (1) so that they continue to think of it as their first choice of airport (1) <p>Explanation: Attract new/more customers</p> <p>e.g.</p> <ul style="list-style-type: none"> • Encourage low cost airlines to operate from the airport as they will offer greater choice of price/destinations/availability (1) which will attract new customers who wish to visit these destinations (1) • Have smaller planes as they can fly more often to business travel destinations (1) such as Dublin or Paris which will increase the amount of business travellers (1) <p>Explanation: Increasing competition/to compete</p> <p>e.g.</p> <ul style="list-style-type: none"> • Reduce costs for customers such as special deals on car parking at the airport (1) as this will bring down the overall costs of holidays (1) • Reduce costs for airlines such as landing fees (1) to encourage them to offer more flights from the airport (1) <p>Accept any other appropriate explanation. Do not credit the same explanation twice.</p>	<p>(4)</p>
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Total for Question 2 - 15 marks

Question Number	Answer	Mark
3 (a)	D- Visiting Friends and Relatives	(1)

Question Number	Answer	Mark
3 (b)	<p>Up to two marks for a description of a sightseeing holiday with an example, which may be theoretical or named.</p> <p>e.g.</p> <ul style="list-style-type: none"> • A sightseeing holiday is when you tour around a destination or country (1) looking at famous attractions such as castles, mountains and museums (1) • A holiday that visits places of interest within an area (1) such as Shakespeare's birthplace, the museum and the theatres in Stratford (1) • An example of a sightseeing holiday would be going to somewhere like London and going on an open top bus to see Big Ben and the Tower of London (2) <p>No marks to be awarded for repetition of sights</p> <ul style="list-style-type: none"> • 'sightseeing holidays are when you go to see sights' (0) <p>Any other suitable examples may also be credited.</p>	(2)

Question Number	Answer	Mark
3 (c)	<p>Up to two marks for a description of the term with an example. Example only max 1 mark.</p> <p>e.g.</p> <ul style="list-style-type: none"> • It is a form of leisure that makes you feel better/calm/peaceful or mentally refreshed (1) • It is relaxing (1) • It may be more mental than physical (1) • Usually any exercise linked with it is gentle (1) <p><u>Examples that could be included are</u></p> <ul style="list-style-type: none"> • Yoga/tai chi/reiki/massages/hot stone therapy/praying/spa/meditation (1) <p>Any other suitable examples may also be credited</p>	(2)

Question Number	Answer	Mark
3 (d)	<p>One mark for each factor identified.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Costs/fares/special offers/discounts/price (1) • Convenience could include; distance to travel; customer needs; journey time (1) • Availability/frequency/suitable time tables (1) • Accessibility/Access (1) • Choice of destination routes – direct or indirect (1) • Departure points (1) • Where you are travelling to/destination location (1) <p>Any other suitable factors may also be credited.</p>	(4)

Total for Question 3 – 9 marks

Question Number	Answer	Mark
4 (a)	C – Center Parcs Longleat	(1)

Question Number	Answer	Mark
4 (b)	<p>One mark for each of two features of seaside resorts</p> <p>e.g.</p> <ul style="list-style-type: none"> • Pier (1) • Beach/Sand (1) • Amusement arcades (1) • Funfair (1) • Cliffs, caves, headlands or other coastal features (1) • Donkey rides (1) • Promenade/seafront (1) • Deckchairs (1) • Outdoor pool (1) • Beach huts (1) <p>Features of <u>any</u> resort are not creditable e.g. hotels (0) shops (0)</p>	(2)

Question Number	Answer	Mark
4 (c)	<p>Up to two marks for a definition of the term. For both marks must mention both environment and people.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Tourism that looks after/protects/helps the environment (1) • Tourism that gives something back to local people by employing them/buying goods from them (1) • Responsible travel to natural areas that conserves the environment (1) and improves the lives of the people that live there (1) <p>Accept any other appropriate definition of the term.</p>	(2)

Question Number	Answer	Mark
4 (d) (i)	<p>One marks for a negative impact other than traffic congestion/queues</p> <p>e.g.</p> <ul style="list-style-type: none"> • Visual pollution (1) • Ruin the scenery (1) • Parking issues (1) • Litter (1) • Destruction of habitats (1) <p>Accept any other appropriate answer</p>	(1)
4 (d) (ii)	<p>One mark for a positive impact</p> <p>e.g.</p> <ul style="list-style-type: none"> • money/income from more visitors (1) • better image of destination (1) • repeat customers (1) • more trade for shops (1) • more high spending visitors (1) • more jobs for the locals (1) <p>Accept any other appropriate answer</p>	(1)

Question Number		Indicative Content
*4(e) QWC		<p>Sustainable Development means 'development that meets the needs of the present without compromising the needs of future generations to meet their own needs.'</p> <p><u>Meeting the needs of the present</u></p> <ul style="list-style-type: none"> • Jobs for local people in running the cable cars • Less traffic on roads so easier for locals to get round and park outside their houses • Local shops/pubs/restaurants may have increased income from the high spending visitors so will stay open longer • There may be more train services to Windermere as people without cars can still get around the area and down to the lake. <p><u>Meeting the needs of the future</u></p> <ul style="list-style-type: none"> • Increased visitors may cause more pollution in form of litter • External organisations may come into the area- leakage • House prices may rise due to increased tourism/second homes/ locals unable to rent/ buy their own house • Need to be part of a whole transport network/policy for the area for the future <p>Any other suitable explanation may also be credited.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Limited explanation which may be mainly descriptive, information may simply be lifted from the case study. 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	Clear explanation. May focus on either positive/or negative. May focus only on present. 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	Detailed explanation, considering both positive and/or negative and linking well to the principles of sustainable development. Both present and future generations are considered. 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 4 – 13 marks