



# **Mark Scheme (Results)**

Summer 2018

Pearson Edexcel GCSE  
In Leisure and Tourism (5LT01) Paper 01

Unit 1: The Leisure and Tourism Industry

## **Edexcel and BTEC Qualifications**

Edexcel and BTEC qualifications are awarded by Pearson, the UK's largest awarding body. 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](http://www.edexcel.com) or [www.btec.co.uk](http://www.btec.co.uk). Alternatively, you can get in touch with us using the details on our contact us page at [www.edexcel.com/contactus](http://www.edexcel.com/contactus).

## **Pearson: helping people progress, everywhere**

Pearson aspires to be the world's leading learning company. 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](http://www.pearson.com/uk)

Summer 2018

Publications Code 5LT01\_01\_1806\_MS

All the material in this publication is copyright

© Pearson Education Ltd 2018

## 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
<b>1(a)</b>	D – The Great Barrier Reef	<b>MC (1)</b>

Question Number	Answer	Mark
<b>1 (b)</b>	<p>Up to two marks for a definition of the term domestic holiday which may or may not include an example. e.g.</p> <ul style="list-style-type: none"> <li>• A holiday in your own country (1)</li> <li>• Someone who lives in London who is going to Cornwall for a week's holiday (1).</li> <li>• Travelling from where you live in one part of the UK (1) to another areas in the UK for a holiday or short break staying overnight (1)</li> </ul>	<b>Graduate (2)</b>

Question Number	Answer	Mark
<b>1(c)</b>	<p>Up to two marks for an example of an independent holiday. Examples may be theoretical or real. Definition only of independent - Max 1 mark.</p> <ul style="list-style-type: none"> <li>• When you book it yourself/with no help/not through a travel agent (1)</li> <li>• Each part of the holiday is booked separately (1)</li> <li>• Book your flight on one website and your hotel on another (1) and make your own arrangements for transfers from the airport (1)</li> <li>• Book a flight with EasyJet to Malaga (1) then stay in an apartment owned by a friend of the family (1)</li> <li>• Travelling on your own/independently (0)</li> </ul> <p>Accept any other suitable example. Must clearly be independent for marks to be awarded.</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>1 (d)</b>	<p>Up to three marks one for each duty of a fitness instructor or resort representative</p> <p><b>Fitness instructor</b> <b>e.g.</b></p> <ul style="list-style-type: none"> <li>• Customer safety/service/advice/looking after customers (1)</li> <li>• assessing people's fitness/creating personal exercise programmes (1)</li> <li>• showing people how to use exercise machines and weights (1)</li> <li>• helping people exercise safely (1)</li> </ul>	<b>(3)</b>

	<ul style="list-style-type: none"> <li>• giving advice on healthy eating/ lifestyle (1)</li> <li>• leading group exercise classes/circuit training/ aerobics (1)</li> </ul> <p><b>Resort Representative</b>  <b>e.g.</b></p> <ul style="list-style-type: none"> <li>• Customer safety/service/advice/looking after people (1)</li> <li>• Selling excursions/planning activities (1)</li> <li>• Holding a welcome meeting (1)</li> <li>• Sorting out customer complaints (1)</li> <li>• Meeting customers at overseas airports (1)</li> <li>• Accompanying them on the coach to hotel (1)</li> </ul> <p>Accept any other suitable duty.</p>	
--	--	--

Question Number	Answer	Mark
<b>1(e)</b>	<p>Up to two marks – for each product/service described.</p> <ul style="list-style-type: none"> <li>• Special offer tickets on midweek days/loyalty card schemes (1)</li> <li>• Membership schemes (1)</li> <li>• Upgraded seats/VIP areas (1)</li> <li>• Machines to pick up tickets booked online (1)</li> <li>• Improved technology (1) such as surround sound/3D and/or 4D facilities (1)</li> <li>• Special events/one off events (1) such as film premieres/ streamed theatre shows/concerts (1)</li> <li>• More choice of food/drinks/snacks (1) such as nachos/hotdogs/pizzas/flavoured popcorn/pick and mix sweets/meal and drink deals (1)</li> </ul> <p>Accept any other suitable product/service with some description. Single word answers max 1 mark.</p>	<b>(4)</b>

**Total for Question 1 – 12 Marks**

Question Number	Answer	Mark
<b>2(a)</b>	B – Recruiting new staff	<b>(1)</b>

Question Number	Answer	Mark
<b>2 (b) (i)</b>	<p>Up to two marks for one advantage explained. Must link to checking in not booking</p> <p><b>Advantages to the customer</b> <b>e.g.</b></p> <ul style="list-style-type: none"> <li>• Quicker/faster/easier for them (1)</li> <li>• It will save them time queuing to check in at the airport (1) as they can do it from their home/or elsewhere/ 24/7 (1)</li> <li>• It will save them the worry of losing their boarding passes (1) as they will be downloaded to their phone instead (1)</li> </ul> <p>Accept any other suitable advantage.</p>	<b>(2)</b>
<b>2b) (ii)</b>	<p>Up to two marks for one advantage explained. Must refer to airline or airport not customer convenience.</p> <p><b>Advantages to Thomson Airways</b> <b>e.g.</b></p> <ul style="list-style-type: none"> <li>• It will also save them paying for the printing of tickets and boarding passes (1)</li> <li>• Easier/faster boarding/departure of plane (1)</li> <li>• Thomson Airways will know in advance how many seats are free on the flight (1)</li> <li>• It will save Thomson Airways money (1) as they will not need to pay for as many check-in staff at the airport (1)</li> </ul> <p>Accept any other suitable advantage.</p>	<b>(2)</b>

Question Number	Indicative Content	
<b>*2(c)</b>	<p>Evaluation may include:</p> <p><u>Effective</u></p> <ul style="list-style-type: none"> <li>• Footgolf is the fastest growing sport – increased popularity may mean more media coverage</li> <li>• Appeal to a wider range of customers in terms of age, gender and disposable income</li> <li>• No need for costly golf equipment, lessons or clothing</li> <li>• Can utilise existing golf course – no need to build a new one, just larger holes!</li> <li>• Secondary spend in the bar and shop</li> <li>• Competitively priced compared to other sports.</li> </ul> <p><u>Not so effective</u></p> <ul style="list-style-type: none"> <li>• Maybe less income overall as it is cheaper than the traditional golf</li> <li>• Loss of one golf course to footgolf – vandalism/image/less availability for traditional golfers</li> <li>• Conflict with traditional golfers who may not like noise/children running around</li> <li>• This may be a 'trend' and growth not continue in future</li> <li>• Footgolf customers may have less secondary spend e.g. on equipment in the golf shop</li> <li>• Uncertain if the footgolf people would also want to play traditional golf.</li> <li>• Cost of transformation may outweigh increased income</li> </ul> <p>A conclusion may be drawn which which may include reference to numbers of golfers v footgolfers, potential income and image, and be linked to financial aim. Any other suitable points may also be credited.</p>	
Level	Mark	Descriptor
	<b>0</b>	No rewardable material
1	<b>1-3</b>	<p>Basic responses that are mainly descriptive, or repetitive of case study. Limited evaluation.</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	<b>4- 6</b>	<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 points will be considered and there will be links to attracting new customers and meeting financial objective.</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	<b>7-8</b>	<p>Focused responses with sustained evaluation and application and a conclusion. Both positive and negative points will be</p>

		considered and linked clearly to attracting new customers and meeting financial 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
<b>3 (a)</b>	D. Abseiling	<b>(1)</b>

Question Number	Answer	Mark
<b>3 (b)</b>	Up to two marks for a description of an example of travel for educational purposes. For maximum marks must mention a destination and/or the learning aspect.  e.g. <ul style="list-style-type: none"> <li>• To learn about the history of Shakespeare (1)</li> <li>• A travel and tourism trip to Alton Towers (1)</li> <li>• When someone who lives in another country such as India (1) comes to the UK to study medicine at University here (1)</li> <li>• If a group of A level Art students from Cardiff went to London for two nights (1) to visit the famous art galleries (1)</li> <li>• If you were studying zoology in the UK and you went to Kenya (1) to learn about the wildlife (1)</li> </ul>	<b>(2)</b>



Question Number	Answer	Mark
<b>3 (c)</b>	<p>Up to two marks for each explanation of the importance of security at passenger transport terminals. Answers may refer to airports, ports or coach/rail stations. Generic responses - Max 2 marks</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Bad press/poor reputation (1)</li> <li>• Important to protect customers from danger/terrorism (1)</li> <li>• They need to carry out rigorous examinations of both passengers and their luggage (1) to ensure that no dangerous items are taken on board planes or ferries (1)</li> <li>• An incident at a terminal would be widely reported by the papers and TV news (1) so passengers may be less willing to travel through this terminal in the future (1)</li> <li>• Passenger transport terminals are busy places/prime targets (1) so many customers would have to be evacuated if there was a security breach (1)</li> <li>• Security of information is also important, such as passport and visa checks (1) to ensure that terrorism risk is minimised (1)</li> </ul>	<b>(4)</b>

Question Number		Indicative Content
<b>*3(d)</b>		<p>Answers may consider the following:</p> <p><b>Factors</b> to be considered in assessment for both include:</p> <p>Cost/fares  Flexibility – to change ticket  Convenience – departure points/journey time  Services – food/drink. seating/Wi-Fi etc.  Accessibility and destination routes</p> <p><b>Students</b></p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> <li>• Low cost</li> <li>• Large luggage allowance</li> <li>• 2 for 1 museums/galleries pass</li> </ul> <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> <li>• Departs from London – they live in Manchester so there is an additional cost/added time to journey</li> <li>• Can't travel on Friday or Sunday for low fare</li> <li>• Fares are not refundable</li> </ul> <p><b>Business person</b></p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> <li>• 3 hours central London to central Paris</li> <li>• Fully flexible tickets</li> <li>• Luxury food, seating and comfort to do work/free Wi-Fi</li> <li>• 10 minute check in</li> </ul> <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> <li>• Cost – high for small businesses</li> <li>• Large luggage allowance not needed but paid for in fare</li> </ul>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material
1	<b>1-3</b>	Basic responses that are mainly descriptive, or repetitive of case study. Limited assessment which may include linking of features of each class of travel with each traveller's needs. 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	<b>4-6</b>	Responses with clear assessment of the factors affecting the suitability of travelling by Eurostar for each traveller. Advantages and/or disadvantages will be considered. 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	<b>7-8</b>	<p>Focused responses with sustained assessment and clear application of the factors affecting the suitability of travelling by Eurostar for each traveller. Both advantages and disadvantages will be considered.</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 - 14 mark**

Question Number	Answer	Mark
<b>4 (a)</b>	D – Snowdonia	<b>(1)</b>

Question Number	Answer	Mark
<b>4 (b)</b>	<p>One mark for a correct example of a seaside resort in the UK. e.g.</p> <ul style="list-style-type: none"> <li>• Blackpool (1)</li> <li>• Llandudno (1)</li> <li>• Whitby (1)</li> <li>• Great Yarmouth (1)</li> <li>• Newquay (1)</li> <li>• Eastbourne (1)</li> <li>• Oban (1)</li> <li>• Butlins (0)</li> </ul> <p>Any other seaside resort may also be credited.</p>	<b>(1)</b>
<b>4 (c)</b>	<p>Up to two marks for a description of the features of a purpose built destination. No marks for examples</p> <ul style="list-style-type: none"> <li>• Accommodation and attractions all together on one site (1)</li> <li>• Have good transport links (1)</li> <li>• It may be a theme park with its own hotel (1)</li> <li>• It is built specifically for tourism purposes and it will have everything such as restaurants, cafes, bars, and entertainment (1) in the same place as the accommodation (1).</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>4 (d)</b>	<p><b>Ecotourism</b> means 'responsible travel to natural areas that conserves the environment and improves the lives of the people that live there'.</p> <p>Up to six marks for explanation of how measures taken in Kerala and Sri Lanka support this definition. Descriptive responses, max 2 marks For maximum marks, response must refer to both destinations and be linked to the definition of ecotourism.</p> <p><b>Kerala</b></p> <ul style="list-style-type: none"> <li>• Banasura Resort only uses local produce which means local farmers will get a regular income (1)</li> <li>• Eco-friendly hotel made from mud which is a renewable resource (1)</li> <li>• Ecosystem is protected (1) as there is emphasis on education of tourists by local people (1)</li> <li>• Traditional way of life is preserved (1) as traditional Indian fishing and cooking are both promoted (1).</li> </ul> <p><b>Sri Lanka</b></p> <ul style="list-style-type: none"> <li>• Locals will be employed by the spa hotel and as local rangers which generates money for their families and the local economy (1)</li> <li>• 22 national parks will have planning laws and protection for landscapes (1)</li> <li>• Treetop hotels will be built from natural materials(1) meaning that they will blend with the environment and be less of an 'eyesore' (1)</li> <li>• The elephant sanctuary will protect wildlife from exploitation by tourists (1)and will gain money from admission fees to protect the elephants (1)</li> </ul>	<b>(6)</b>

**Total for Question 4 – 10 marks**