

Mark Scheme

Summer 2013

GCSE Leisure and Tourism (5LT03)
Unit 3: The Leisure and Tourism
Environment

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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:

Question Number	Answer	Mark
1(a)	D – Terrorism	(1)

Question Number	Answer	Mark
1(b)	<p>Up to six marks for description. Credit examples of real events. For full marks should be specific examples and links between events and influence on leisure and tourism industry/organisations.(1x6, 2x3, 3x2, 6x1) Max 4 for generic responses/focused more on customers than industry.</p> <p>Responses likely to refer to a variety of events including natural disasters, terrorism, recession, increased cost of fuel, changes in exchange rates, accidents.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Costs of refunding holidaymakers/passengers (1) • Costs of repatriating British nationals if stranded abroad (1) • Arguments and appeals over insurance claims (1) • Loss of bookings (1) • Lack of consumer confidence (1) • A number of high profile breaches of security (1) have led to improved security measures at airports (1) • Damage to resorts and leisure facilities (1) caused by natural disasters such as the Thai tsunami in 2004 (1) • Restrictions on hand luggage contents (1) i.e. no liquids (1) introduced when someone tried to blow up a plane with a liquid bomb (1) • The civil unrest in Egypt in 2011/2012 (1) got a lot of bad publicity and no-one wanted to go there (1). This meant there was a huge fall in bookings (1) and Nile cruises as well as resorts in Sharm el Sheik were almost empty (1), profits were affected and people lost their jobs (1) and operators had to put on special offers to entice people to go back (1). • When Costa Concordia sank in January 2012 and lives were lost (1) the accident put people off going on a cruise (1) and bookings across the cruise industry fell (1) so they cut prices (1). Costa got such bad press (1) they even thought 	

	<p>about changing their name (1)</p> <ul style="list-style-type: none"> • In March 2010 there were lots of flight cancellations across Europe (1) because of the volcano in Iceland that erupted and created a huge ash cloud (1). It was too dangerous to fly because people thought particles would get into the engines and that the planes would crash (1). Lots of holidaymakers were stranded abroad and tour operators had to pay for them to stay beyond their departure date, this cost the industry (1). Other transport providers such as Eurostar and the ferry companies (1) took advantage and put their prices up as they knew people had no other way of travelling (MAX6). 	(6)
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Question Number	Answer	Mark
1(c)	<p>Up to four marks for explanation. For full marks must be explained and consider both advantages and disadvantages. Credit examples.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • So blind people can enjoy and gain full experience of museums (1) • Meeting government requirements (1) with regards access for all/equality and diversity (1) • If they win awards such as M Shed's award then they will gain recognition (1) this will improve their reputation (1) and so they might get more customers (1) • Cater for people with disabilities (1) improved competition against other museums and galleries (1) so may get more customers (1) <p>Disadvantages:</p> <ul style="list-style-type: none"> • Cost of buying (1) and installing software (1), may need to adapt existing systems (1) • Cost of training staff members (1) this means they may have to charge more to get in (1) 	(4)

Question Number	Answer	Mark
1(d)	<p>One mark for example of a recent technological development. E.g.</p> <ul style="list-style-type: none"> • Audio device (0) • Ticketless travel (1) • Apps (1) • Social media (1) • Online bookings (1) • GPS (1) • Virtual tours (1) • Wii games (1) • Online 3D games (1) <p><i>This list is not exhaustive credit valid suggestions.</i></p>	(1)

Total Marks Question 1 = 12 marks

Question Number	Answer	Mark
2(a)	A – Scotland	(1)

Question Number	Answer	Mark
2(b)	<p>One mark for national tourist board:</p> <ul style="list-style-type: none"> • VisitScotland or Scottish Tourist Board (1) • VisitWales or Welsh Tourist Board (1) • VisitEngland or English Tourist Board (1) • Northern Ireland Tourist Board (1) <p>Up to two marks for description. Credit one detailed role or two roles.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Promotion (1) • Promotes country overseas (1) • Works in partnership with VisitBritain (1) • Promote destinations across Wales/Scotland/England/NI (1) to domestic and overseas tourists (1) • Develop a plan (1) to market W/S/E/NI tourism destinations (1) • Promote and support the tourism industry (1) and work with regional tourist boards such as Welcome to Yorkshire, Tourism Southeast (1) 	(3)

Question Number	Answer	Mark										
2(c)	<p>One mark for correct purpose built destination</p> <table border="1"> <thead> <tr> <th>Label</th> <th>Destination</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Galgorm Resort</td> </tr> <tr> <td>B</td> <td>Keldy Forest Holidays/Hoseasons</td> </tr> <tr> <td>C</td> <td>Celtic Manor Resort</td> </tr> <tr> <td>D</td> <td>Butlins Bognor Regis</td> </tr> </tbody> </table> <p>Do not have to use exact title e.g. B – credit Keldy Forest or variations of.</p>	Label	Destination	A	Galgorm Resort	B	Keldy Forest Holidays/Hoseasons	C	Celtic Manor Resort	D	Butlins Bognor Regis	(4)
Label	Destination											
A	Galgorm Resort											
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Question Number	Indicative Content
2(d) QWC*	<p>Candidates may approach the question in different ways; they could compare the destinations given or compare different seaside and purpose built destinations. Credit both approaches for understanding of features giving appeal to families with young children at seaside and purpose built resorts.</p> <p>Seaside resorts:</p> <ul style="list-style-type: none"> • Cater specifically for families with young children – donkey rides, piers, beaches • Safe beach in Blackpool great for paddling • Lots of indoor attractions in Blackpool such as Nikleodeon world, Sandcastle and Sealife to keep youngsters entertained if bad weather • A range of different types of accommodation to suit all budgets, caravan parks are very popular • Family friendly shows at night • Newquay is popular with teenagers and may not be suitable for young children. • Newquay is known for its surf beaches, these could be too dangerous for young children who could get swept away by strong tides. It is better for older children. • Some seaside resorts are popular for hen and stag parties such as Blackpool, and may not suitable on Friday and Saturday evenings <p>Purpose built resorts (PBR):</p> <ul style="list-style-type: none"> • Some PBR have been specifically designed for families – Centre Parcs • Aviemore is very different to other PBRs such as Centre Parcs which are suitable for families with young children – self catering accommodations means families can eat when and what they want small children don't always like eating in fancy restaurants • Centre parcs have indoor pools with special areas for toddlers

	<p>and slides for the older ones, families can also hire bikes</p> <ul style="list-style-type: none"> • Aviemore may not be particularly suitable as it is a ski resort and it will depend on how old the children are, toddlers are too young to ski; there isn't much to do that caters for young children • Aviemore is more of a winter destination and the weather is likely to be cold and snowy, again this is not good for small children • Butlins is good for families with lots of entertainment on site that is aimed at younger families. • Alton Towers has a mix of rides for small children, but the white knuckle rides are only suitable for teenagers. There are lots and white knuckle rides for older children, there are lots of other things to do besides rides (eg gardens) to keep everyone happy <p><i>Candidates are not expected to address all these points, high marks may be scored with detailed comparisons of a few points.</i></p>	
Level	Mark	Descriptor
	0	No rewardable material. Basic response, mainly descriptive.
Level 1	1-2 marks	Basic response that is mainly descriptive. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.
Level 2	3-4 marks	Some comparisons are made; there is reference to features of both destination types but this may be generic rather than offering specific named examples of features. Understanding of appeal evident. Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy in a well structured, logical and clear layout.
Level 3	5-6 marks	Detailed comparison that considers the features, with examples of specific features, of seaside and purpose built resorts in terms of their appeal to families with young children. At this level likely to have considered features/destinations that do not appeal. 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 = 14 marks

Question Number	Answer	Mark
3(a)(i)	B – Increased employment (1)	(1)

Question Number	Answer	Mark
3a (ii)	<p>Up to three marks for explanation. Credit examples. Must be explained for full marks.</p> <p>Westernisation</p> <ul style="list-style-type: none"> • Locals become westernised (0) • Local people leave their traditional way of life (1) • Destination starts to cater for western tourists (1) • It is a negative impact because the local culture may be forgotten/lost (1) if resorts start to cater more for westerners with fast food outlets etc (1) • Young people in Thailand have moved away from their hill villages to work in coastal resorts such as Phuket (1) so that they can earn money working in hotels (1) so the local communities are dying out as only the elderly are left (1) • Local people in tourist areas adopt western style clothing (1) and lifestyles (1) meaning that their culture could be lost (1) 	(3)

Question Number	Answer	Mark
3(b)(i)	<p>One mark for each way identified to a maximum of four marks:</p> <ul style="list-style-type: none"> • Limiting cruise ships (1) • Zoning(1) • Legislation/rules (1) • Monitoring visitor sites (1) • Its a national park (1) • Limiting numbers (1) • Guides are trained (1) • Can only land on certain islands (1) • Can only camp in recreational zones (1) • Opening up other islands will spread the impacts (1) 	(4)

Question Number	Indicative Content	
3(b)(ii) QWC*	<p>What they are doing well:</p> <ul style="list-style-type: none"> • Reducing number of visitors will reduce impacts • Controlling where scuba diving and snorkelling takes place will mean only those areas that can cope will allow it so other areas can be undisturbed • Monitoring visitor sites allows them to see what's happening and they can take action if sites get damaged over time • Restricted zones means visitors can still see wildlife but fragile areas won't get many visitors • Having guides means they can educate visitors and make sure they don't go where they are not supposed to <p>What they are not doing well:</p> <ul style="list-style-type: none"> • Big cruise ships carrying 110 passengers are likely to cause a lot of pollution and should not be allowed anywhere near The Galapagos Islands. • Opening up islands such as Fernandina which have not had visitors before means the impacts are being spread across more islands. • They shouldn't allow scuba diving as divers might touch things and the air bubbles disturb marine life. • It doesn't mention how the local people are affected/looked after its all about the environment <p><i>The candidate's response may not coincide with examiner's view but answers should be marked positively for evidence of understanding of reducing impacts through visitor management.</i></p>	
Level	Mark	Descriptor
	0	No rewardable material. Basic response, mainly descriptive.
Level 1	1-2 marks	Basic response, mainly descriptive. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.
Level 2	3-4 marks	Some assessment and some application to managing tourism in The Galapagos Islands. May just focus on what they are doing well. Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy in a well structured, logical and clear layout.
Level 3	5-6 marks	Clear assessment that considers good and bad aspects. Sustained reference to The Galapagos islands and tourism management throughout. 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 3 = 14 marks

Question Number	Answer	Mark
4(a)	C – carbon-offset (1)	(1)

Question Number	Answer	Mark														
4(b)(i)	<p>One mark for each correct match</p> <p align="center">GTBS award scheme: Criteria and measures for sustainability</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Criteria</th> <th style="width: 50%;">Measures</th> </tr> </thead> <tbody> <tr> <td>Social Involvement and Communication</td> <td>Products made from recycled materials, local food and drink, use FSC wood</td> </tr> <tr> <td>Waste</td> <td>Staff awareness, specialist training, monitoring, and record keeping</td> </tr> <tr> <td>Energy</td> <td>green policy, promotion of environmental efforts on the website, education, and community projects</td> </tr> <tr> <td>Management and Marketing</td> <td>Insulation and renewables, efficient lighting, heating and appliances</td> </tr> <tr> <td>Natural and Cultural Heritage</td> <td>Composting, re-using, recycling</td> </tr> <tr> <td>Purchasing</td> <td>On site measures to attract wildlife – nest boxes, planting of native species</td> </tr> </tbody> </table>	Criteria	Measures	Social Involvement and Communication	Products made from recycled materials, local food and drink, use FSC wood	Waste	Staff awareness, specialist training, monitoring, and record keeping	Energy	green policy, promotion of environmental efforts on the website, education, and community projects	Management and Marketing	Insulation and renewables, efficient lighting, heating and appliances	Natural and Cultural Heritage	Composting, re-using, recycling	Purchasing	On site measures to attract wildlife – nest boxes, planting of native species	(5)
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Natural and Cultural Heritage	Composting, re-using, recycling															
Purchasing	On site measures to attract wildlife – nest boxes, planting of native species															

Question Number	Answer	Mark
4(b)(ii)	One mark for each appropriate measure. Measures should be appropriate for Visitor Attractions and be	

	<p>specific. Ideas to relate to what the organisation can do. Do not credit repeats, vague or impractical ideas</p> <p>Water:</p> <ul style="list-style-type: none"> • Use water efficient taps (0) • Install taps with timers that switch off (1) • Install hippos in all toilets (1) • Use eco cleaning products (1) • Use grey water (1) • Rainwater harvesting (1) <p>Transport:</p> <ul style="list-style-type: none"> • Operate car share scheme for staff (1) • Encourage coaches with free parking(1) • Work in partnership with public transport providers (1) • Encourage more cycling with free bike hire (1) • Use horse drawn carriages or electric trams non polluting transport on site (1) 	<p>(4)</p>
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Total for Question 4 = 10 marks

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