

# Examiners' Report January 2013

## GCSE Leisure and Tourism 5LT03 01

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## Introduction

This was the fifth examination paper for this unit in the new specification for GCSE Leisure and Tourism. It is helpful to comment and highlight some of the changes for the benefit of those who may not have had access to the reports of the previous examination series.

Although there are a few similarities in terms of content between the new and old specifications, the content focus is quite different. Question types such as the matching box exercise in Q3(b) are similar in the way they are being assessed. Where there is subject overlap the nature of the questions is often different. The new specification is less theoretical and tends to look at issues in more depth with greater use of real examples from the industry. Two topics in the new specification are specific to tourism.

The overall emphasis is based on real situations and a focus on the application of knowledge and understanding. For instance in 3.2, knowledge is required of specific destinations, features and their appeal to different types of visitors; this was not the case with the old specification. The new question paper does still allow for direct testing of knowledge and understanding.

The idea of change within the industry is a common feature of both the new and old specifications and the question papers. Here, the new specification is more specific and focuses on the development of new products/services and how organisations in the industry are affected. The old specification required a more generalised/historical account. The impact of tourism is a topic common to both, though the focus is again more specific and has a broader scope. The issue of sustainability is also common to both old and new specifications but in the new specification the focus is on specific measures being adopted by the industry and destinations and is more in-depth.

This examination paper contains multiple-choice questions, which were not on the papers for the old specification. Overall, the focus of questions rather than their type is quite different, being more specific as opposed to general and more applied than theoretical.

There were 50 marks available on this paper.

Quality of written communication was tested on two questions, Q1(d)(i) and Q3(c).

The paper consisted of multiple-choice, short answer and extended writing style questions covering all four topics.

The questions were set to assess candidates' learning of the content of the specification given in the 'Detailed Unit Content' section.

The question paper was divided into four sections to reflect each of the four topics of the unit. Full details can be found on pages 35 to 42 of the unit specification.

Questions were also devised to meet the requirements of the Assessment Objectives (AO), which are as follows:

A01 – recall, select and communicate their knowledge and understanding of a range of contexts

A02 – apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks

A03 – analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions.

It was pleasing to see some really excellent and detailed responses evidencing higher level skills and sound understanding. However, in this series, there was a wide variety in candidate performance and some candidates gave very weak responses that showed limited evidence of understanding and knowledge. Other candidates left answers blank, which was very disappointing.

### **Question 1**

This question tests knowledge of topic 3.1: A Dynamic Industry – essentially the factors that influence how the leisure and tourism industry reacts to change.

#### **Question 1(a)**

Disappointingly, over half of all candidates did not gain the mark available here. This was possibly because they misread the question.

#### **Question 1(b)**

This question tested Assessment Objective 1 (knowledge and understanding) yet over one third of candidates did not gain the mark for identifying a correct factor. Factors suggested by candidates that did not gain any marks included 'arts and entertainment'; 'going green business scheme' and 'CCTV'.

#### **Question 1(c)**

The command for this question was for a description. Many candidates gave an explanation instead. Over half of all candidates gained at least two marks here. The weakest responses related to how customers use Trip-Advisor and did not consider how it affected organisations; others wrote in general and vague terms about good reviews bringing in more customers and bad reviews putting people off and therefore marks were restricted. For the full four marks, examiners were looking for more than one way. The most able candidates recognised that Trip-Advisor could be used for advertising and feedback.

Here is an example of a typical response that did not gain any marks.

(c) Trip-Advisor is an example of an internet-based technological development. It is a website where people write reviews about their experience of restaurants, hotels and flights.

Describe the ways that Trip-Advisor may influence organisations in the leisure and tourism industry.

Because people who have experienced<sup>(4)</sup> things from the website, would like to tell and inform others on what you can do there.  
People views matter because of the the website knows how much people enjoy this.

This is an example of a better response.

(c) Trip-Advisor is an example of an internet-based technological development. It is a website where people write reviews about their experience of restaurants, hotels and flights.

Describe the ways that Trip-Advisor may influence organisations in the leisure and tourism industry.

(4)

Trip-Advisor may influence organisations because if the reviews are good they are going to get more customers who will be willing to pay, which will improve the tourism industry and they will have a good reputation which will eventually gain more customers for the organisation.



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**examiner comment**

Whilst some understanding is shown, it is still quite basic and repetitive; however, it is a reasonable response, which gained three marks.



**ResultsPlus**

**examiner tip**

Read your answer back and check – have you answered the question? Here, more than one way was needed and a link to organisations in the leisure and tourism industry such as those given in the actual question.

## Question 1(d)(i)

This question was answered fairly well by most candidates and around three-quarters gained at least Level 2 marks. It successfully discriminated between abilities. Weaker responses often simply described what people can do at home and focused on home-based leisure with regard to not needing to go out, whereas better responses were given by the more able who clearly referred to 'change' and what people used to do for leisure at home and what they can do now because of technological developments. These responses were also related to more than one development, which was needed for the higher marks. It was pleasing to see some excellent responses to this question. Quality of written communication was also tested here.

This is an example of a response scoring Level 1 marks.

\*d) (i) Explain how technological developments have changed 'home-based leisure'.

(6)

These days you can have a cinema in your own house, with the massive screen, the projector, seats, lights and surround sounds. You may not even have to leave your own house to gain a cinema experience. You can make your own home feel like a cinema and it could save money and is a lot easier. Going to the cinema may of been a one off treat on the weekend and now you can have on put in your own home and it can be realistic with the surround sounds and lights and the volume.



**ResultsPlus**  
examiner comment

The response is all about home cinema and there is little reference to change. It was awarded two marks.

This example is a Level 3 response, which gained five marks.

\* (d) (i) Explain how technological developments have changed 'home-based leisure'.

It has changed technological development by <sup>(6)</sup>  
in the past there use to be 1 tv and  
all the family use to sit in one room  
to watch the TV and read books and do  
activities like play board games with each  
other, this is because back then they didn't  
use to have the technology. But now the  
technology recently has developed rapidly for  
example now days people have ~~or~~ more than  
1 TV meaning they can have a TV in every  
room so they do not need to sit together and  
now they can watch things on TV which they are  
interested in. Also instead of playing ~~video~~  
board games people have made virtual reality games  
where you can play electronically ~~with~~ with each other  
such as; nintendo wii and there are now computers  
and laptops so they can all communicate from  
anywhere in the house due to social networking eg.  
Facebook.



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examiner comment

The response is clearly focused on change and a range of activities and developments are referred to with examples. Full marks were not awarded due to Quality of Written Communication (QWC), improved grammar and structure was required.

## Question 1(d)(ii)

This question was generally quite well answered although some candidates did not gain any marks. As has been seen in past examinations, candidates do seem to struggle to relate answers to organisations and have limited business awareness. Here many candidates simply wrote about people not going out or that it was cheaper at home. Examiners were looking for an understanding of how organisations are affected and need to respond to stay in business.

Here is an example of a weak response that did not score any marks.

(ii) Describe how changes in 'home-based leisure' can affect organisations in the leisure and tourism industry. (2)

'Home-base leisure' can affect organisations because people would rather relax at home and watching tv or on the computer because it is cheaper than going to do outside activities

(Total for Question 1 = 14 marks)

This response was awarded full marks.

(ii) Describe how changes in 'home-based leisure' can affect organisations in the leisure and tourism industry. (2)

It can affect organisations like the cinema because more people are subscribing to websites like Netflix that allow them to watch films at home and this means that less money is coming into the cinemas

(Total for Question 1 = 14 marks)



**ResultsPlus**  
examiner comment

The candidate has given an explanation and examples are included. A sound understanding of the issue is clearly evident.

## Question 2

All the sub-questions in Question 2 cover topic 3.2: UK Tourist Destinations.

### Question 2(a)

The majority of candidates gained the mark here.

### Question 2(b)

This question was answered fairly well by most candidates although a minority showed limited understanding. As previously reported many candidates write too much when asked to 'identify' and this was the case in this question. It discriminated between abilities as less able candidates often gave a repeat answer, ie two ways of advertising, or wrote about general roles. However, most candidates gained at least one mark.

This is an example of a weak response that did not score any marks.

(b) Identify **two** ways national tourist boards promote their region to potential tourists.

(2)

- 1 keep good maintenance of there land to make it attractive
- 2 renovate there attractions to keep it current and appealing.



**ResultsPlus**  
examiner comment

The candidate clearly does not understand the role of tourist boards and has not followed the command word. However, at least they have attempted the question; it is certainly better than leaving the answer blank.

This response gained full marks.

(b) Identify **two** ways national tourist boards promote their region to potential tourists. (2)

1. tv adverts

2. ~~and~~ web site



**ResultsPlus**  
examiner comment

Two appropriate ways were identified.



**ResultsPlus**  
examiner tip

Attempt all the questions. Even if you are not sure, you may get a mark. Examiners cannot give marks when nothing has been written!

### **Question 2(c)**

This was well answered by those who knew the locations of the destinations and many candidates scored six marks. These destinations are from the list given in the unit specification and candidates should know their locations. Most candidates successfully located Aviemore and Cardiff; however Dartmoor and Whitby proved more of a challenge for many.

### **Question 2(d)**

This was a new style question relating to features that give a destination appeal, in this case 'events'. Information was provided for candidates relating to Glasgow. Evidence from past examination series suggests that some candidates sometimes find the concept of features and appeal a little challenging – this question was perhaps better answered because of the different approach. It discriminated well as less able candidates tended to simply suggest 'more tourists' but then tended to write about impacts, eg 'bringing in more money and jobs', and did not answer the question. They often did not give reasons to say why there would be more tourists. The more able candidates, who had perhaps studied events and certainly understood appeal, considered the longer term and how a destination's appeal may change or spread through word of mouth, improved leisure facilities, etc as a result of a major event taking place there.

Here is a typical example of a response that gained two marks.

(d) 'Events' are a feature of tourist destinations that can give them appeal.

The Commonwealth Games is a famous sporting event of international significance. In 2014 the Commonwealth Games will take place in Glasgow. Glasgow had to compete against other destinations to host the event.

Explain why holding international events, such as the Commonwealth Games, is important in giving appeal to Glasgow.

(4)

The commonwealth games is very important because it will bring thousands of tourists to Glasgow, this will help local businesses like shop, hotels and restaurants. Hosting the commonwealth games will ~~also~~ also force local councils and the government to fund new buildings, this will develop the area and also encourage tourism in the future.

(Total for Question 2 = 13 marks)



**ResultsPlus**  
examiner comment

This is a reasonable attempt but the whole response is a little vague. The candidate does not say why thousands of people will go there, then writes about positive impacts rather than appeal and also considers new developments but is not specifically considering what 'new buildings'. Some understanding is shown.

Here is an example of a response that gained full marks.

(d) 'Events' are a feature of tourist destinations that can give them appeal.

The Commonwealth Games is a famous sporting event of international significance. In 2014 the Commonwealth Games will take place in Glasgow. Glasgow had to compete against other destinations to host the event.

Explain why holding international events, such as the Commonwealth Games, is important in giving appeal to Glasgow.

(4)

This is because if they host a huge event like this they are bound to attract many types of tourists to the destination people that will be really interested such as individuals or families as they would like to get entertained which means that Glasgow will have a better reputation and also more income will come to them meaning they will have a lot of customers which could spread the word and more people will come to watch the event.

(Total for Question 2 = 13 marks)



**ResultsPlus**  
examiner comment

There is some reference to impacts but overall there is understanding of appeal and reasons are given.

### Question 3

All the sub-questions in Question 3 test knowledge of topic 3.3: Impacts of Tourism.

#### Question 3(a)

It was disappointing to see that many candidates simply did not understand the difference between impacts that affect the environment and impacts that affect communities. Overall this was not particularly well answered by many candidates who gave confused responses relating to more than one impact. Over one quarter of the candidates did not gain any marks. This question clearly discriminated between those candidates who understood different types of impacts. Explanations of just one impact were given and sound understanding was sometimes demonstrated. The most successful responses explained 'crime and prostitution'; 'westernisation' and 'loss of culture'. Some excellent explanations were seen that gained full marks.

Here is an example of a typical muddled response which was not awarded any marks.

3 Tourism has many impacts on tourist destinations and the people who live there.

(a) Explain **one negative** impact of tourism on **local communities**.

(3)

litter that people dont recycle  
can make the place more  
dirty looking as the place  
wouldn't look appealing. people  
would be put of visiting if they  
saw this.



**ResultsPlus**  
examiner comment

Litter is a type of pollution, which has a direct impact on the environment.



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examiner tip

Use the impacts given in the unit specification. It lists impacts on communities and impacts on the environment, positive and negative.

### Question 3(b)

Ecotourism has appeared on examination papers before but candidates' understanding was, in general, quite weak. Within the description examiners were looking for an understanding that ecotourism concerns looking after the environment and the local people. The majority of answers were focused purely on the environment. Most candidates just gave an example and did not offer a description. A range of inappropriate examples were frequently given, such as energy-saving lights. Many candidates wrote about sustainability, which is not tested in Question 3. However some good examples were also seen, albeit in the minority. In this question up to two marks were available for a good example and some candidates scored full marks for their example and a limited description.

Here is an example of a good response, which gained full marks.

(b) Describe the term 'ecotourism' and give an example of 'ecotourism'.

(3)

ECO TOURISM is a holiday that is better for the environment ~~and the local community~~ and that local community. Places such as the Galapagos Islands only allow a certain number of visitors to go to these places once a month. This is so that ~~the~~ the surroundings of the area aren't interfered with such as animals.

### Question 3(c)

This question was answered quite well, with the majority of candidates achieving marks at the top of Level 1 and Level 2 (three to five marks). There was evidence of good examination technique and awareness that QWC was being assessed. For instance, some candidates structured their response with an introduction or by considering all the positive impacts first and then the negatives and giving some kind of conclusion at the end. The better responses also made use of linking statements, eg 'this is good because' or 'this results in', to show some attempt to develop ideas. A surprising number simply wrote about what was good/bad for the tourists and did not score at all or perhaps managed one mark for some reference to pollution. On the whole, though, most candidates engaged well with the case study and the majority used the information in their responses. The question discriminated well between different abilities. The more able candidates looked at less obvious impacts (congestion, house prices and holiday homes) and gave focused, specific, applied and developed ideas. Less able candidates tended to write vaguely about 'damage', 'pollution', 'land erosion' or included inappropriate impacts such as 'westernisation'.

This is an example of a Level 1 response, which was awarded three marks.

\* (c) A national park is an area of countryside that is protected so that it remains beautiful and can still be enjoyed in the future. New building is carefully controlled to ensure that the natural beauty, wildlife and cultural heritage of the area are not destroyed.

Analyse the positive and negative impacts of tourism in the Lake District National Park.

(8)

People bring a lots of money into the park and tell people to go there as well. 42000 people live there and 15.8 million people spent 925.7 million pound in the national park. Negative impacts are when people are cycling they will erode the bike paths, when people are walking they erode the path. Also when people are on the lake they are loud and scare the fish so the locals can't catch their fish.

This is an example of a Level 2 response, which gained six marks.

\*1(c) A national park is an area of countryside that is protected so that it remains beautiful and can still be enjoyed in the future. New building is carefully controlled to ensure that the natural beauty, wildlife and cultural heritage of the area are not destroyed.

Analyse the positive and negative impacts of tourism in the Lake District National Park.

(8)

A positive is that many places to stay are family run, so locals are not missing out on money. However there is a large amount of tourists travelling by car (89%) which increases congestion and pollutes the area. The extensive network of footpaths may lead to damage to the environment and loss of habitat for wildlife. However, with the Lake District having been home to the likes of Wordsworth & Beatrix Potter this may educate children while they are visiting & introduce them to literature. The Helvellyn mountain is a death risk with a 'sheer drop', making it unsafe for tourists with no safety measures put in place. The cruises carried 1.3 million people in 2010 which may lead to a strain on resources, over population and far too much traffic. However the area is benefitting tremendously from the money spent by tourists (£925.7 million), which will provide the area with better facilities, cleaner streets and better way of living. The massive amount of tourists may affect the wildlife though, by destroying habitats & scaring off animals. Litter from all the tourists will ruin Lake Windemere and the environment, if not kept under control.

(Total for Question 3 = 14 marks)



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examiner comment

The standard of QWC is very good. The candidate has considered some less obvious impacts, eg 'family run'. Whilst some impacts are not quite as relevant, eg 'safety', there is a good range overall, they are well applied and there is some development.



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Plan your answer where QWC is tested (indicated with an asterisk \*), have a beginning and an end, and check your spelling. For questions worth more marks, always refer to the information given in the case study to get the higher marks because the examiner is looking to see if you can apply what you know and, in this question, your skills of analysis. Extend your ideas by saying 'this means that'. For example: 'With (*say how many*) visitors, there will be more jobs (*name the place where someone could work*) available for local people. *This means that* they can earn money/have more disposable income and this will improve their standard of living.'

## Question 4

This question focuses on topic 3.4: The issue of sustainability.

### Question 4(a)

It was disappointing that over half of the candidates did not score the mark available here. Examiners were looking for some understanding that it is about protection for the future. A large number of candidates gave inappropriate responses such as 'planting a tree' or 'have a low carbon footprint' or vague ideas about 'protect the environment', 'eco-friendly' and many seemed to be referring to ecotourism. These responses did not gain marks. However some candidates had clearly learnt about sustainability and were able to offer the actual definition and gained the mark.

This is an acceptable response that was awarded the mark.

4 The issue of sustainability has led to leisure and tourism organisations looking at ways of becoming more sustainable.

(a) State what is meant by the term 'sustainability'.

(1)

to be sustainable is to keep things how they are ~~is~~ now for the future years

### Question 4(b)

This question was answered very well by the majority of candidates and over one third gained full marks for correctly identifying four measures.

This is a good example worth full marks.

(b) Identify **four** measures that Bentota Beach Resort has introduced to become sustainable.

An example has been given.

(4)

*The resort uses solar power*

- 1 local youths are able to earn money whilst helping the company
- 2 Organic produce is being used meaning less imported food.
- 3 Monitoring water usage
- 4 tourist are encouraged to volunteer at the local turtle sanctuary

## Question 4(c)

This question was answered quite well by most candidates and over half gained at least two out of the possible four marks. The question discriminated well and a range of responses were seen. Weaker responses were those where candidates just wrote about environmental advantages, or advantages to the locals, or just repeated the measures given in Q4(b). Stronger responses suggested the scheme was useful because it gave the resort a good image and publicity and that it would save them money, which demonstrated good understanding.

This is a typical weak response.

(c) Explain the advantages of the Green Globe scheme to resorts such as Bentota Beach Resort.

(4)

The Green Globe Scheme encourages resorts to help the local environment and community. It stops tourism from having such a negative impact on the local area. It also helps to bring new tourists to the resort, that want to be able to go on holiday and help to look after the local community and environment at the same time.



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There is clearly some misunderstanding of the question but two marks were awarded for general advantages.

This example was awarded full marks.

(c) Explain the advantages of the Green Globe scheme to resorts such as Bentota Beach Resort.

(4)

It is costing them less in energy bills by using solar power and monitoring energy and water use. The scheme promotes the resort and builds more positive relations with <sup>the</sup> community and visitors (tourists). Green Globe improves the resort's facilities and helps the business to make informed choices. Also gives the resort a USP (unique selling points) with a different angle than other resorts.



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examiner comment

Whilst the candidate has included general advantages the reference to a USP shows an understanding of the 'marketing advantage'.

## Summary

Based on their performance on this paper, candidates should be reminded to:

- read the question carefully to make sure they answer the question that has been set
- make sure that they know what the terms given in the specification mean
- write neatly in black ball point pen so the examiners can read their answers.

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