

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Leisure and Tourism

Unit 3: The Leisure and Tourism Environment

Friday 18 May 2012 – Morning

Time: 1 hour

Paper Reference

5LT03/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 1(c) and 3(b)(i). These questions are indicated with an **asterisk (*)**
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL the questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 The leisure and tourism industry is influenced by many factors. One of these factors is consumer trends.

(a) Which **one** of the following is **not** a consumer trend? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Changing lifestyles
- B Changing tastes
- C Changing holiday patterns
- D Changes to exchange rates

(b) 'Changes to family patterns' is a consumer trend.

(i) Describe 'changes to family patterns'.

(2)

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(ii) Explain how 'changes to family patterns' have influenced **either** the leisure **or** tourism industry. You may include an example to support your answer.

Indicate your choice by putting a cross in the box.

Leisure industry

Tourism industry

(4)

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Read the following information before answering question 1(c).

The Changing Appeal of Cruising

2010 was a record year for the cruise industry with 1.65 million UK passengers taking a cruise holiday and 14 new ships launched. In 2012 the industry estimates that 2 million UK passengers will take a cruise holiday.

Some of the reasons for the changing appeal of cruising are:

Tempting prices and discounts

- Free parking at UK ports.
- Free upgrades from inside cabins to outside cabins with balconies.
- Price of accommodation, food and entertainment is less than £100 per person per night.

New Destinations

- Icy landscapes of the Arctic/Alaska
- Middle East/South America/China/Australia

On-board Entertainment

- Cookery classes, photography workshops
- Waterslides, climbing walls, talent shows
- Beauty and spa treatments, designer shops, celebrity chef restaurants.

New style cruises

- Choice of Fly-Cruise or departures from UK ports.
- Ultra luxury cruises – smaller ships between 100 and 1000 passengers bookings up by 50%.
- Exploration cruises – remote locations, for example the Galapagos Islands and the Amazon river. Lectures included.
- Singles cruises, adults only cruises, family friendly cruises, over 50s cruises.

New Ships

- Royal Caribbean's Allure of the Seas carries 6,296 passengers and has the largest swimming pool at sea, an 'indoor park' and a mini golf course.
- Disney Cruise Line's third ship, Disney Dream, boasts Aquaduck the world's first watercoaster.

(Source: adapted from *Mail on Sunday* 26/12/10 and *Telegraph Travel* 4/12/10, www.the-psa.co.uk)



*(c) Explain why more people are choosing to go on a cruise holiday. In your answer you could consider:

- Different types of customers
- The changing appeal of cruising
- Any other relevant factor

(8)

(Total for Question 1 = 15 marks)



2 Seaside resorts are one type of popular tourist destination in the UK. Blackpool is an example of a seaside resort.

(a) In which **county** is Blackpool located? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** Kent
- B** Lincolnshire
- C** Lancashire
- D** Cumbria

(b) Complete the following table by matching each of the seaside resorts with the labels A–F on the map.

(6)

Label	Destination
	Eastbourne
	Portrush
	Blackpool
	Oban
	Great Yarmouth
	Newquay



Outline map of the UK



(Source: adapted from <http://www.georesources.co.uk/ukmap.htm>
Copyright © 2001 David Rayner Beagle Graphics (GeoResources) All rights reserved)



Read both parts of question 2(c) before answering this question.

(c) 'Built attractions' and 'Food, drink, entertainment' are features of tourist destinations that give them appeal.

(i) Choose one of these features and explain why it is important in **giving appeal** to seaside resorts such as Blackpool.

Put a cross in the box to indicate your choice.

(3)

- Built attractions
- Food, drink, entertainment

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(ii) Different features appeal to different types of visitors.

Explain why the feature you have chosen in (c)(i) could appeal to **groups of young people**.

(2)

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(Total for Question 2 = 12 marks)



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

(a) (i) Identify one **positive** impact of tourism on the **local environment**.

(1)

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(ii) Describe the impact of tourism you have given in 3(a)(i). You may include an example in your response.

(2)

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Read the following information before answering question 3(b).

Machu Picchu and The Inca* Trail

*Inca = an ancient civilisation

Location

The sacred Inca city of Machu Picchu, in Peru, is situated on the eastern slopes of the Andes mountain range. Machu Picchu is 2,430 metres above sea level, in the middle of a tropical mountain forest. The city's giant walls and terraces look as if they have been cut naturally out of the rocky cliffs. It is one of the most important cultural sites in the world.



Local People

The people living around Machu Picchu continue a simple traditional way of life, living off the land and growing crops such as maize. The local people are known for being welcoming and friendly.

Inca Trail

The Inca Trail is a mountainous four-day hike from Cusco which is 100 km away from Machu Picchu. Tourists return to Cusco by train. Helicopters operate low-flying tours around Machu Picchu and the surrounding area.

Natural Environment

On the Trail tourists see a stunning mix of Inca ruins, mountain scenery and tropical forest. Over 250 species of orchid have been counted. The stars of the area are the Spectacled Bear and Andean Condor, but both are extremely rare and close to extinction.



Tourism and the Trail

6,000 people hiked the Trail in 1984. In 2000 this number had increased to 82,000. In 2010 over 177 trekking companies in Cusco were awarded licences to operate the Trail.

The entrance ticket to Macchu Picchu costs £12.50. In total this generates almost £4 million a year for Peru, while the Inca Trail itself brings in another £1.8 million. Local porters carry all the cooking equipment, food, tents and mattresses. For an extra fee they will carry tourists' luggage. Local guides also accompany groups.



Environmental Impact

The increasing popularity of the Trail and high visitor numbers are causing some concerns.



Trees have been felled along the Trail for fuel for cooking. There is nowhere to dispose of waste and local services are basic. Human waste is pumped direct into the River Urubamba. The small village of Aguas Calientes has grown in size as more hotels and restaurants have been built to accommodate tourists.

At Machu Picchu ancient burial sites have been dug up and remains of bodies removed to museums for display.

Visitor numbers to Machu Picchu are controlled to some extent because the only way of reaching the site is by rail or on foot. However, there are now plans to build a road from Cusco and a cable car running from the valley to the top of Machu Picchu.

(Sources: adapted from www.andeantravelweb.com/peru, <http://geographyfieldwork.com> and whc.unesco.org)



* (b) (i) Analyse the possible **positive and negative** impacts of tourism at Machu Picchu and on the Inca Trail.

(8)

Dotted lines for writing.



(ii)

In an effort to preserve the Inca Trail, in 2011 the government of Peru imposed a limit of 500 people allowed on the Trail each day and a maximum group size of 16.

(Source: adapted from www.nationalgeographic.com)

Identify which **method** the government is using to manage the negative impacts of tourism.

(1)

(c) There are many different ways to manage the negative impacts of tourism at popular tourist destinations.

Identify **one other** method that could be used to manage negative impacts of tourism.

(1)

(Total for Question 3 = 13 marks)



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

(a) The name of the government body responsible for the leisure and tourism industry is often abbreviated.

Which is the correct abbreviation for this government body? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** DCMS
- B** DEFRA
- C** DfT
- D** BTA

(b) Describe what is meant by the term 'carbon footprint'.

You may include an example in your response.

(2)

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The Carbon Trust Standard was developed by the Carbon Trust in 2008 to encourage good practice in carbon measurement, management and reduction by businesses.

A number of leisure and tourism organisations have been awarded the Carbon Trust Standard including Fitness First, The Football Association, Centreparks, Odeon Cinemas, Whitbread Group and Holiday Inn.

The Carbon Trust Standard focuses on three key areas:

- Carbon footprint measurement
- Carbon management
- Carbon reduction



(Source: adapted from www.carbontruststandard.com)

(c) Suggest **three** ways leisure and tourism organisations could reduce their carbon emissions.

(3)

1

2

3



(d) (i) Identify **two** advantages of the Carbon Trust Standard scheme for **leisure and tourism organisations**.

(2)

1

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2

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(ii) Identify **two** disadvantages of the Carbon Trust Standard scheme for **leisure and tourism organisations**.

(2)

1

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2

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(Total for Question 4 = 10 marks)

TOTAL FOR PAPER = 50 MARKS

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