

# Mark Scheme (results)

June 2012

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

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Question Number	Answer	Mark
<b>1(a)</b>	1 mark for correct response <ul style="list-style-type: none"> <li>• D changes to exchange rates</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>1(b)(i) A01</b>	Up to 2 marks for description. Credit understanding of wide variety of possible family groups/make up. Credit appropriate examples. E.g. <ul style="list-style-type: none"> <li>• There are 2 million single parents in the UK (1)</li> <li>• Children live with one parent (1)</li> <li>• Some couples are having fewer children (1)</li> <li>• Nowadays one third of families rely on grandparents to look after their children (1)</li> <li>• More children come from one parent families (1)</li> <li>• Families are no longer always made up of two parents and one or two children (1)</li> <li>• Children may live with their grandparents and not their parents (1) Mothers have to go to work (1)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<p><b>1 (b) (ii)</b> <b>A02</b></p>	<p>Up to 4 marks for explanation.</p> <p><i>For full marks must be relevant to leisure or tourism industry/organisations and changes to family patterns.</i></p> <p><i>Maximum two marks available if response <b>only</b> relates to income/family activities.</i></p> <p><i>No marks awarded for describing changes to family patterns (bi)</i></p> <p><b>Changes to family patterns</b></p> <p>E.g. Tourism Industry</p> <ul style="list-style-type: none"> <li>• Holidays just for single parents and their families (1)</li> <li>• No single supplements for one parents eg Eurocamp (1)</li> <li>• Holidays for one parent and their children (1) so the parent gets a chance to meet others in a similar situation (1) e.g. Small Families (1) cater only for one parent families and offer escorted group holidays (1) so single/lone parents don't feel alone (max)</li> <li>• Nowadays if there is only one parent they have to take the children everywhere (1) even shopping (1). To stop children getting bored many cafes have set up activities to keep the children occupied (1) such as painting mugs and pottery eg ceramic cafes (1)</li> </ul> <p>E.g. Leisure Industry</p> <ul style="list-style-type: none"> <li>• More crèche facilities (1)</li> <li>• Leisure centres offer classes for parents and toddlers (1) because if the parent lives alone there may not be anyone to look after the baby (1) so the class allows the parent to exercise (1) and bring the baby/toddler (1)</li> </ul>	<p><b>(4)</b></p>

Question Number		Indicative Content
<b>1(c)</b> <b>QWC</b> * <b>A02/A03</b>		<ul style="list-style-type: none"> <li>• There is more variety and choice of cruise type/meeting different needs, wider appeal to more people</li> <li>• Appeals in a recession because all inclusive price</li> <li>• Lots of discounts – unlike package very expensive to park car so going by cruise from UK free parking is good</li> <li>• Can do fly cruise or go from UK - attracts those who fear flying or environmentally conscious</li> <li>• Also - disruption, strikes etc all put people off flying</li> <li>• Families can go on Disney cruise. Disney characters really popular with young children may have been to Disneyland and want to have another magical holiday</li> <li>• People who want to learn can go on educational cruise/exploring remote places</li> <li>• Cruises for the family – surfing, talent shows</li> <li>• Have made attractive so something for everyone to do</li> <li>• New remote and exotic destinations for adventure</li> <li>• Safe and secure for those who don't want to travel alone</li> <li>• Gone from floating hotels to floating destinations</li> <li>• No need to go ashore</li> <li>• Competition – all trying to have something 'new', 'the only one in the world' eg Aquaduck watercoaster</li> </ul> <p><i>Candidates are not expected to deal with every point and may be rewarded well for a comparatively small number of points if these are developed and sustained.</i></p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
<b>1</b>	<b>1-3</b>	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application. May just describe cruises, products/services. Information is presented with limited organisation in a generally unstructured way. 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.
<b>2</b>	<b>4-6</b>	Responses with some explanation/application. Responses may have clear application and some explanation or some application and clear explanation. May just focus on either cruises or customers but may not fully link to increasing popularity. 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.
<b>3</b>	<b>7-8</b>	Focused responses with sustained explanation and application to choice now available and how this appeals to different types of customers. Examples support explanation. Clearly focussed on increasing popularity. Opinions given will be substantiated. Evidence of reasoning. 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.
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**Total for Question 1 – 15 marks**

Question Number	Answer	Mark
<b>2(a)</b> <b>A01</b>	1 mark for correct response: C – Lancashire	<b>(1)</b>

Question Number	Answer	Mark												
<b>2(b)</b> <b>A01</b>	1 mark for each correct label  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>B</td><td>Eastbourne</td></tr> <tr><td>F</td><td>Portrush</td></tr> <tr><td>D</td><td>Blackpool</td></tr> <tr><td>E</td><td>Oban</td></tr> <tr><td>C</td><td>Great Yarmouth</td></tr> <tr><td>A</td><td>Newquay</td></tr> </table>	B	Eastbourne	F	Portrush	D	Blackpool	E	Oban	C	Great Yarmouth	A	Newquay	<b>(6)</b>
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Question Number	Answer	Mark
<p><b>2(c)(i)</b> <b>A01</b></p>	<p>Up to three marks for chosen feature. For third mark must be explained. Credit examples of features.</p> <p><i>For full marks must be appropriate for seaside resorts such as Blackpool.</i></p> <p><i>Do not credit impacts of tourism.</i></p> <p><b>Built attractions</b></p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• There is lots to do (1)</li> <li>• It will attract different customer types (1)</li> <li>• There are lots of indoor built attractions(1) if the weather is bad (1)</li> <li>• Seaside resorts have lots of attractions(1) such as The Pleasure Beach and The Tower in Blackpool</li> <li>• People come to seaside resorts such as Blackpool for fun and activities(1) that you can't find anywhere else(1).</li> <li>• If the weather is bad people can't go on the beach (1) so will want an indoor attraction (1) such as the Sandcastle Waterpark or Sealife centre(1)</li> </ul> <p>Eg.</p> <p><b>Food, drink, entertainment</b></p> <ul style="list-style-type: none"> <li>• Seaside resorts have lots of nightlife(1)</li> <li>• There is a range of bars and restaurants to suit all budgets(1) from MacDonaldis to Septembers Champagne Bar and Restaurant (1)</li> <li>• Seaside resorts are popular for hen and stag parties (1) because there are lots of bars and clubs open till late (1)</li> <li>• Lots of people come to Blackpool to see shows(1) such as Funny Girls (1)</li> <li>• The appeal of Blackpool is that is known for its lively nightlife(1) this attracts hen parties and stag parties(1) who want to go to clubs such as The Syndicate. (1)</li> </ul>	<p><b>(3)</b></p>

Question Number	Answer	Mark
<p><b>2c(ii)</b> <b>A02</b></p>	<p>Up to 2 marks for reasons. Marks can be for separate points or extended responses. For full marks must relate to groups of young people.</p> <p>Credit appeal of built attractions and food, drink and entertainment if general, does not have to be at seaside resort.</p> <p>Eg.</p> <p><b>Built attractions</b></p> <ul style="list-style-type: none"> <li>• Will offer group discounts so cost less (1)</li> <li>• Large capacity/scale(1) means they can cater for large groups so all can enjoy (1)</li> <li>• The built attractions in Blackpool are suitable for groups because they have been designed to cater for them (1), by allowing advance group bookings at reduced rates(1)</li> <li>• Young groups may go as part of a school trip(1) and The Sealife Centre and Pleasure Beach (eg) both offer school packages (1)</li> </ul> <p><b>Food, drink and entertainment</b></p> <ul style="list-style-type: none"> <li>• Lots of cheap places to eat (1)</li> <li>• Young people may be on a hen party or friends celebrating a birthday and want to go somewhere special to eat(1) places such as ToasT Bar and Grill are popular chain and take parties (1)</li> <li>• Lots of fast food chains and fish and chip shops(1); groups of young people won't want to waste money and time sitting down in a fancy restaurant (1)</li> <li>• Young people may be on a budget and will be able to take advantage of group rates such as at the Grand Theatre(1) they cater for groups and you can see a show for less than £20 each (1)</li> </ul>	<p>(2)</p>

**Total for Question 2 - 12 marks**

Question Number	Answer	Mark
<b>3 (a) (i)</b> <b>A01</b>	<p>1 mark for any of the following: e.g.</p> <ul style="list-style-type: none"> <li>• regeneration (1)</li> <li>• creation of parks and open spaces (1)</li> <li>• conservation (1)</li> <li>• improved 'street furniture' (1)</li> <li>• nature reserves/National Parks (1)</li> <li>• donation schemes (1)</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>3(a) (ii)</b> <b>A01</b>	<p>Up to 2 marks for description. Credit examples. Eg</p> <p><b>Regeneration</b></p> <ul style="list-style-type: none"> <li>• A run down area is improved (1)</li> <li>• When an area that had become run down and derelict is restored(1) and money invested to bring new life to the area (1)</li> </ul> <p><b>Improved 'street furniture'</b></p> <ul style="list-style-type: none"> <li>• Flower baskets (1)</li> <li>• Public spaces are made to look more attractive and welcoming(1), benches are put in and people can relax(1), also fountains, statues and floral displays (1) (max 2)</li> </ul>	<b>(2)</b>

Question Number		Indicative Content
<b>3(b) (i)</b> <b>QWC</b> * <b>AO1/A02/A03</b>		<p><b>Positive Impacts:</b></p> <ul style="list-style-type: none"> <li>• Creates jobs and money for local people</li> <li>• People from all over world so brings in foreign currency</li> <li>• Money gained from tourism can help conserve environment – bear/Condor</li> <li>• Money gained from tourism can help preserve Machu Picchu</li> <li>• Money earned from entrance fees to MP will go to the government who will have more money to spend improving waste and water supplies for local people</li> <li>• Multiplier effect</li> <li>• Locals can get jobs as porters</li> <li>• Area is protected and conserved</li> <li>• People learn about other cultures</li> </ul> <p><b>Negative Impacts</b></p> <ul style="list-style-type: none"> <li>• Erosion of Trail by so many people's feet</li> <li>• Litter hazard for wildlife and looks a mess</li> <li>• Helicopters will scare animals such as bear and could have scared off Condor</li> <li>• People on trail may pick up rare orchids</li> <li>• Overcrowding could lead to accidents – steep drops</li> <li>• Exploitation of locals not being paid enough as porters</li> <li>• Westernisation locals leave traditional ways move to Aguas Calientes to work in hotels</li> <li>• Pollution of River Urubamba of raw sewage kills off fish locals may eat</li> <li>• Digging up burial sites offend local beliefs</li> <li>• Plastic bottles look unsightly and will not decompose</li> </ul> <p><i>Candidates are not expected to deal with every point and may be rewarded well for a comparatively small number of points if these are developed and sustained.</i></p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
<b>1</b>	<b>1-3</b>	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application. 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.
<b>2</b>	<b>4-6</b>	Responses with some analysis/application to Inca/Machu Picchu. Responses may have clear application and some analysis or some application and clear analysis. May consider one aspect – positive or negative. 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.
<b>3</b>	<b>7-8</b>	Focused responses with sustained analysis and application to impacts on the Inca Trail and Machu Picchu. Considers both positives and negatives. Opinions given will be substantiated. Evidence of reasoning. 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(b)(ii) AO2</b>	1 mark for correct method: <ul style="list-style-type: none"> <li>managing visitors (1)</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>3(c) AO1</b>	1 mark for appropriate method. Eg <ul style="list-style-type: none"> <li>Managing traffic (1)</li> <li>Planning (1)</li> <li>Education (1)</li> <li>Conservation (1)</li> <li>Legislation (1)</li> </ul>	<b>(1)</b>

**Total for Question 3 – 13 marks**

Question Number	Answer	Mark
<b>4(a)</b> <b>A01</b>	1 mark for correct answer <ul style="list-style-type: none"> <li>• A - DCMS</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>(b)</b> <b>A01</b>	Up to two marks for description: E.g. <ul style="list-style-type: none"> <li>• Can depend on how far you drive your car(1)</li> <li>• Flying from England to Australia would have a big carbon footprint(1)</li> <li>• This is when you drive a car that doesn't release much CO2 (1)</li> <li>• A 'carbon footprint' measures the total greenhouse gas emissions(1) caused directly and indirectly by a person, organisation, event or product.(1)</li> <li>• How much carbon dioxide you release when driving your car(1), it can include emissions created by importing food (1)</li> <li>• Carbon emissions (0)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>4(c)</b> <b>A03</b>	One mark per appropriate suggestion:  e.g. <ul style="list-style-type: none"> <li>• Low energy lighting (1)</li> <li>• Hold webinars instead of travelling to meetings (1)</li> <li>• Hold phone conferences (1)</li> <li>• Do remote training (1)</li> <li>• Use solar/wind/wave power/renewable energy (1)</li> <li>• Company cars that have low CO2 emissions/energy efficient/electric/Smart cars (1)</li> <li>• Switch lights off when rooms empty (1)</li> </ul> <p>Accept suggestions related to their operations e.g. reusing towels.</p> <p>Award no marks for suggestions that refer to what customers could do</p>	<b>(3)</b>

Question Number	Answer	Mark
<b>4(d)(i)</b> <b>A02</b>	<p>1 mark for each advantage. Must be about organisations not environment. Eg</p> <ul style="list-style-type: none"> <li>• Good image/leading the way(1)</li> <li>• Good PR – press release (1)</li> <li>• More custom – care for environment (1)</li> <li>• Save money (1)</li> <li>• Use logo – competitive edge (1)</li> <li>• People interested in supporting the company (1)</li> <li>• Good for the environment (0)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>4(d)(ii)</b> <b>A02</b>	<p>1 mark for each disadvantage. Must be about organisations. Eg</p> <ul style="list-style-type: none"> <li>• Costly to set up (1)</li> <li>• Take a lot of time (1)</li> <li>• May need to bring in specialists (1)</li> <li>• Calculating carbon footprint is technical (1)</li> <li>• Organisations may not maintain standards after receiving the award (1)</li> <li>• Some people may not have heard of it (1)</li> </ul>	<b>(2)</b>

**Total for Question 4 – 10 marks**  
**Total for Paper – 50 marks**

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