



Mark Scheme (Results)

Summer 2018

Pearson Edexcel GCSE
In Leisure and Tourism (5LT03) Paper 01

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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.

Question Number	Answer	Mark
1a	<p>The only correct answer is A</p> <p>B is not correct as this is a human made event</p> <p>C is not correct as this is an economic factor</p> <p>D is not correct as this is a type of camping holiday</p>	(1)

Question Number	Answer	Mark
Q01 (a)(ii)	<p>Award one mark for any of the following up to two marks</p> <p>e.g.</p> <ul style="list-style-type: none"> • Cost of holidays/flights increased (1) • Fewer UK residents took foreign holidays (1) • More inbound visitors/tourists (1) • More money from inbound tourism (1) • Increase domestic tourism/day trips (1) <p>Credit any other appropriate response</p>	(2)

Question Number	Answer	Mark
Q1 (b)(i)	<p>Award one mark for benefit and one mark for the explanation:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Available/customers can book anytime (1) so can get more bookings (1) • Frees up time (1) so staff can get on with other jobs (1) • Can collect customer details (1) so they can email them with offers (1) <p>Credit any other appropriate response</p>	(2)

Question Number	Answer	Mark
Q01(b)(ii)	<p>Award one mark for any of the following up to two marks e.g.</p> <ul style="list-style-type: none"> • Games technology (1) • MP3 (1) • Bluetooth (1) • Mobile applications/smartphone technology apps/WiFi (1) • E-tickets, m-tickets (1) • TripAdvisor (1) • Automated check in (1) • GPS/satnav (1) • <p>Do not credit online booking</p> <p>Credit any other appropriate response.</p>	(2)

Question Number	Answer	Mark
Q01 (c)(i)	<p>One mark for any of the following: e.g.</p> <ul style="list-style-type: none"> • Changing tastes (1) • Changing lifestyles (1) • Changes to holiday patterns (1) • Growth of silver surfers (1) • Changes to family patterns (1) <p>Credit any other appropriate response or example of a trend</p>	(1)

Question Number		Indicative Content
Q01(c)(ii)		<p>Responses may vary, likely to refer to –</p> <ul style="list-style-type: none"> • Cheaper/more affordable used to only appeal to wealthy people, cruise operators have reduced costs as more people want to go • Introduction of new products and services- onboard climbing walls, malls, surf machines cater to a wide range of different types of customer. Allure of the Seas has a mini golf course. • More family orientated than in the past so now have family friendly cruises/family rooms; themed cruises such as Disney Dream • New destinations more remote such as Arctic, China, more river cruises to access European cities • Created new style cruises, ultra-luxury, adults only, exploration, mini cruises, cruise and stay • Educational – visiting speakers/guides, cookery classes, photography workshops etc.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	A limited response that is mainly descriptive/generalised .
2	3-4	Clear explanation and application to the changing appeal of cruising with appropriate examples of cruise holidays.
3	5-6	Detailed explanation that considers a range of changes to the appeal of cruising and examples of a range of different types of cruise holidays. At this level clear links to the appeal and the cruise industry will be apparent.

Total for Question 1 – 14 marks

Question Number	Answer	Mark
2a	<p>The only correct answer is C</p> <p>A is not the correct answer as Newquay is not located in Suffolk</p> <p>B is not the correct answer as Newquay is not located in Dorset</p> <p>D is not the correct answer as Newquay is not located in Devon</p>	(1)

Question Number	Answer	Mark														
2(b)	<p>Award one mark for each correct match:</p> <table><tr><th>Label</th><th>Destination</th></tr><tr><td>C</td><td>Blackpool</td></tr><tr><td>F</td><td>Eastbourne</td></tr><tr><td>B</td><td>Llandudno</td></tr><tr><td>A</td><td>Oban</td></tr><tr><td>D</td><td>Portrush</td></tr><tr><td>E</td><td>Whitby</td></tr></table>	Label	Destination	C	Blackpool	F	Eastbourne	B	Llandudno	A	Oban	D	Portrush	E	Whitby	(6)
Label	Destination															
C	Blackpool															
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Question Number		Indicative Content
* Q02(c)		Responses may vary, likely to refer to –
QWC		<p>Purpose built resorts (PBR)</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; older children could have ski lessons • Aviemore is more known as a winter destination and the weather is likely to be cold and snowy, not suitable for small children; older children may be in school and unable to go • Some PBR have been specifically designed for families – Centre Parcs have indoor pools zoned areas families can also hire bikes • Butlins is good for families with lots of entertainment on site that is aimed at families with younger children. • Alton Towers Resort has a mix of rides for small children, but the white knuckle rides are only suitable for teenagers. <p>Countryside Areas (CA)</p> <ul style="list-style-type: none"> • May not appeal to families with older children/teenagers who may not want to go walking/explore the outdoors, younger children would enjoy the freedom and open spaces to run around • There may be limited internet/WiFi facilities in remote areas and teenagers would expect to be able to keep in touch with friends on their mobiles • Snowdonia and the New Forest run a series of events and walks aimed at engaging young children with nature and the outdoors so would appeal • Some national parks have adventure themed activities such as Go Ape, zip wires, via ferrata, abseiling that older children would enjoy • Accommodation is likely to be camping or self-catering and offers flexibility for families with meal times <p>This list is not exhaustive. Candidates do not need to consider every point.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited response that is mainly descriptive/generalised. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.

2	4-6	<p>Clear comparison with reference to features of both destination types. Aspects may be generic rather than offering specific named examples of features. Understanding of appeal for families evident.</p> <p>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.</p>
3	7-8	<p>Detailed comparison that considers the features, with examples of specific features, of countryside and purpose built resorts in terms of their appeal to families. At this level likely to have considered features/destinations that do not appeal to families and may have considered different types of families.</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 2 – 15 marks

Question Number	Answer	Mark
3a	<p>The only correct answer is B</p> <p>A is not correct as this is a positive environmental impact</p> <p>C is not correct as this is a positive environmental impact</p> <p>D is not correct as this is an economic factor</p>	(1)

Question Number	Answer	Mark
Q03(b)(i)	<p>1 mark for appropriate method.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Legislation (1) • Planning (1) • Visitor management/ managing visitors (1) • Education (1) • Managing traffic (1) <p>Credit any other valid method.</p>	(1)

Question Number	Answer	Mark
Q03(b)(ii)	<p>Up to 2 marks for an explanation.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Legislation This can be used to limit the height of hotels (1) so that coastal areas remain un-spoilt/to reduce visual pollution (1). • Planning This includes strict rules (1) so that there is control over what is built and where (1). • Visitor management/managing visitors This can control the flow of tourists (1) reducing queues/overcrowding in popular attractions/destinations (1). • Education This can inform tourists on how to behave (1) so that they know how to avoid damaging the environment they are visiting (1). • Managing traffic This includes provision of parking on the outskirts of historic/tourist towns (1) so that the volume of cars/pollution is reduced (1). 	(2)

Question Number		Indicative Content
* Q03(c)		<p>Responses may vary, likely to refer to –</p> <p>Advantages</p> <ul style="list-style-type: none"> • It is good that guests are helping the local community by donations • Providing new schools and extra teachers will help the local children get an education, will help improve their lives • Guests can directly help school children by bringing useful things such as pencils, this will also save the schools money • The eco-lodge blends in with the local architecture • Jobs will be created making furniture for the lodge • Local customs are respected as the eco-lodge looks like a traditional village • Guests can learn about culture and taste authentic food • Guests can learn more about the environment on guided walks • The environment and wildlife is protected by monitoring • Funds pay for a ranger to look after the forest, this will prevent it being cut down and protect habitats <p>Disadvantages</p> <ul style="list-style-type: none"> • Some food may have to be brought in if they are offering international cuisine • Some jobs (construction/furniture) may be temporary • Locals/children may become westernised by too much contact with lodge guests • Hostility and resentment if traditional way of life is disturbed • The local community may become overly dependent on funds from the eco-lodge and unable to be self sufficient • The future sustainability of the area may be threatened if children who are provided with an education leave the area for better jobs • Some tourists may bring sweets which could damage children's teeth
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited response that is mainly descriptive/generalised.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>

2	4-6	<p>Clear evaluation with some application to advantages and/or disadvantages of eco-tourism at the Tiger Mountain Eco-lodge.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Detailed evaluation that considers a range of advantages and disadvantages of ecotourism at the Tiger Mountain Eco-lodge.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Total for Question 3 – 12 marks

Question Number	Answer	Mark
4a	<p>The only correct answer is C</p> <p>A is not the correct answer as this is a programme to replenish the atmosphere with oxygen to compensate for the CO₂ released</p> <p>B is not the correct answer as this is a gas</p> <p>D is not the correct answer as this is technique used to date objects containing organic matter.</p>	(1)

Question Number	Answer	Mark
4 (b)	<p>Award one mark for any of the following :</p> <ul style="list-style-type: none"> • Department of Culture, Media and Sport • Department Culture Media Sport • Dept of Culture Media Sport <p>Accept misspellings and variations</p>	(1)

Question Number	Answer	Mark
4 (c)(i)	<p>Award one mark for any of the following up to a maximum of three marks:</p> <ul style="list-style-type: none"> • Cleaner energy technology (1) • Electric hybrid buses/ ultra-modern vehicles (1) • Alternate fuels (1) • Recycling (1) • Waste management (1) <p>Credit any other appropriate response.</p>	(3)

Question Number	Answer	Mark
4 (c)(ii)	<p>Award one mark for advantage and one mark for explanation, up to two marks each.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Improved image/good publicity (1) because the Stagecoach Group are leading the way in sustainability (1) • Saves costs in the long term (1) because the electric hybrid vehicles will not be using as much energy (1) • More customers will choose to travel on Stagecoach Group buses/coaches (1) because people are more environmentally aware and want to support sustainable organisations (1) • Stagecoach Group will gain a competitive edge (1) as the Carbon Trust Standard logo can be used to increase awareness setting them apart from other coach companies (1) • Secures the Stagecoach Group's future/complying with government initiatives (1) as more international businesses have to reduce emissions to slow down global warming (1) <p>Credit any other appropriate response.</p>	(4)

Total for Question 4 – 9 marks
TOTAL FOR PAPER = 50 MARKS