

Mark Scheme (Results)

Summer 2014

Pearson Edexcel GCSE
in Leisure and Tourism (5LT01)
Paper 01 The Leisure and Tourism
Industry

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications are awarded by Pearson, the UK's largest awarding body. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk. Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

Pearson: helping people progress, everywhere

Pearson aspires to be the world's leading learning company. Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

Summer 2014

Publications Code UG039367

All the material in this publication is copyright

© Pearson Education Ltd 2014

Question Number	Answer	Mark
1(a)	B – Adventure playground	(1)

Question Number	Answer	Mark
1(b)	<p>Any 3 products/services described may be credited. Marks may be awarded for detail in description or examples. Simple lists or one word answers, max 2 marks. Must include description for max 3 marks</p> <p>Eg.</p> <ul style="list-style-type: none"> • Paintings/Drawings/photos/sculptures (1) • Educational tours/talks (1) • Headphones/audio tours/guided tours (1) • Guidebooks (1) • Car parking (1) • Toilets (1) • Exhibitions (1) of paintings/drawings/sculptures (1) • Gift shop (1) selling prints, postcards,merchandise etc (1) • Café or refreshment area (1) where customers can buy tea/coffee/cake etc (1) • Hearing aid loops (1) or other facilities for accessibility e.g. ramps (1) • Art/artwork (0) <p>Any other suitable product/service may also be credited</p>	(3)

Question Number	Answer	Mark
1(c)	<p>Up to 2 marks, one for a description and one for example of either inbound or outbound holidays. For max mark both origin and destination must be clearly stated.</p> <p>Inbound</p> <ul style="list-style-type: none"> • Someone coming in to the country that you live in (1) • Someone coming in to England (1) • A tourist from the USA who comes to the UK for a holiday (2) <p>Outbound</p> <ul style="list-style-type: none"> • Leaving the country you live in and going abroad for a holiday (1) • Going to Spain for your holidays (1) • A UK resident who goes abroad to Paris for a short break (2) 	(2)

	Examples which use countries other than the UK can also be credited	
--	---	--

Question Number	Answer	Mark
1(d)	<p>Up to 3 marks for duties of a leisure centre assistant. Marks may be awarded for individual duties or one detailed duty. Generic customer service/admin/reception/looking after customers/customer service duties - Max 1 mark.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Teaching fitness classes (0) • Filling the vending machines (1) • Signing people up for classes (1) • Monitoring health and safety e.g. of machines (1) • Provide towels/equipment (1) • Giving first aid (1) • Cleaning duties e.g. pool, changing rooms (Max 1) • Giving diet and exercise advice (1) • Supervising customers on the machines in the gym (1) and making sure they know how to work them (1) • Designing fitness programmes (1) for individual customers who have specific needs/requirements (1) such as those recovering from operations (1) • Teaching people to swim and lifeguard duties (Max 1) 	(3)

Question Number		Indicative Content
* 1 (e)		Possible Types of Customer
QWC		<p>Children/families + children's area of pool, splash zones, swimming lessons - no fitness classes for children, no play area, crèche...</p> <p>Fitness enthusiasts/adults + top class gym, 70 machines - link to team GB, lots of classes for healthy lifestyles - limited range of classes for extreme fitness enthusiasts.</p> <p>Older people + over 50's aerobics, Pilates, steam room, sauna for relaxation - but few classes for them; no mention of café etc</p> <p>Improvements may be covered either as negative evaluation i.e. what is not there, OR as suggestions as to what they could add, e.g. Play area, crèche, café, more classes for older customers, additional sports and/or facilities for them; children's classes</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>Basic responses that are mainly descriptive, or repetitive of case study. Limited evaluation. May consider customers in general, and improvements in general.</p> <p>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.</p>
2	3-4	<p>Responses with some evaluation and application. Responses may have clear application and some evaluation or some application and clear evaluation. May consider positives and/or negatives. Different types of customer considered. Some improvements will be suggested.</p> <p>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.</p>
3	5-6	<p>Focused responses with sustained evaluation and application considering both negative and positives, at least two different types of customer and have given improvements, and justified why they have suggested these.</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 1 = 15 marks

Question Number	Answer	Mark
2(a)	C - to improve awareness of animal conservation	(1)

Question Number	Answer	Mark
2(b)	<p>Up to 2 marks for a description of the function of the HR department. Marks may be awarded for single points, or for increasing detail. Responses which show knowledge or role e.g. looking after the staff without additional detail may be credited (Max 1)</p> <p>Eg.</p> <ul style="list-style-type: none"> • To recruit/sack staff (1) • To administer the payment of wages/salaries (1) • To ensure that employment laws are being complied with (1) • To keep a record of holidays taken by staff (1) • To train and induct new staff (1) on the levels of service and standards expected by the zoo (1) 	(2)

Question Number	Answer	Mark
2(c)	<p>1 mark for each example correctly identified from the Zoo case study. Only ONE example may be credited.</p> <p>Product Eg.</p> <ul style="list-style-type: none"> • Any named animal e.g. snow leopard (1) • Rare and endangered species (1) any named activity e.g. Penguin parade (1) beautiful gardens (1) Tarzan trail Adventure playground (1) jungle adventureland (1) tickets (1) <p>Price Eg.</p> <ul style="list-style-type: none"> • Any one price from the case study e.g. family ticket £31.40 (1) <p>Place Eg.</p> <ul style="list-style-type: none"> • Colwyn Bay (1) North Wales (1) tickets on the internet/at the zoo (1) 	(3)

Question Number	Answer	Mark
2(d)	<p>Up to 3 marks for an explanation of how the zoo could use computerised records and/or electronic databases. List of uses max 2 marks. Eg.</p> <ul style="list-style-type: none"> • Offer online bookings or offers to customers whose details they have in the records (1) • Ordering stock items for the shop (1) • They could keep all their customers names on a database instead of a file (1) so they will be able to see their details immediately (1) • They will be able to email tickets to customers (1) this will avoid queues at the entrance (1) • To identify visitor numbers at different times of year (1) so that they can identify staffing levels needed (1) • As they offer group bookings, they would be able to use computerised records to produce a mailshot (1) to groups who have visited before and target them for special promotions (1) this may increase their visitor numbers (1) 	(3)

Question Number	Answer	Mark
2(e)	<p>Up to 4 marks for an explanation of the importance of health and safety to both the zoo, its animals and the visitors. Eg.</p> <ul style="list-style-type: none"> • It helps keep the visitors safe (1) • The animals may be dangerous, so could attack if there was not a barrier (1) • The animals are used to the keepers (1) so they are responsible for giving instructions and food (1) • The zoo will receive adverse publicity if someone was to be injured during their experience (1). The visitor could sue the zoo (1), they may then have to close down (1) • The animals also need to be kept healthy, (1) so using hand gel and gloves will stop infections being spread (1) from animal to human and vice versa (1) and as it is a conservation zoo they need to protect them (1) 	(4)

Total for Question 2 = 13 marks

Question Number	Answer	Mark
3(a)	D - VFR	(1)

Question Number	Answer	Mark
3(b)(i)	<p>Any of the following can be credited with a mark:</p> <p>£382.00 £382 £166 + £166 + £50</p> <p>Answers which break down the fare into component parts may also be credited as long as the amounts are correct and when totalled equal £382.00.</p>	(1)
(ii)	<p>Any of the following can be credited with a mark:</p> <p>£435.00 £435 £399 plus booking fee of £36 £399 plus booking fee £30 + £258 + £111 + booking fee £30 + £258 + £111 + £36</p> <p>Answers which break down the fare into component parts may also be credited as long as the amounts are correct and when totalled equal £435.00</p>	(1)
(iii)	<p>Any of the following can be credited with a mark:</p> <p>5 hours 20 minutes 620 minutes 4 hours 50 minutes plus check in time of 30 minutes</p> <p>Journey times must be calculated as one way as specified in the question</p>	(1)
(iv)	<p>Any of the following can be credited with a mark:</p> <p>2 hours 30 minutes 150 minutes 1 hour 30 minutes plus check in time of 1 hour</p> <p>Journey times must be calculated as one way as specified in the question</p>	(1)

Question Number		Indicative Content
* 3(c) QWC		<p>Factors to be considered may include Cost/fares; journey time; convenience; purpose of visit;</p> <p>Option 1 + It is cheaper to drive and take the ferry + You will have your own car there to use + May have lots of luggage e.g. wedding presents etc + can stop on journey (80 year old – toilet stop etc) - journey time is longer - sea might be rough - there may be traffic jams on the 163 mile journey to Holyhead</p> <p>Option 2 + it is faster + less tiring no need to drive until you get to Dublin - cost will be even more if suitcases are booked on as well - there may be a weight limit (usually 15kg) - may be no reserved seats, could be a problem for 80 year old man - Not used to driving a strange car abroad</p> <p>Answers which contrast the two options when justifying choice may also be credited. Time and cost calculations when used in answers must be correct.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	<p>Basic response that is mainly descriptive, or repetitive of case study. Limited explanation. May consider factors in general, or use basic reasoning rather than applying them to customers in case study.</p> <p>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.</p>
2	3-4	<p>Responses with some explanation and application. Responses may have clear application and some explanation /application to the customers in the scenario. Will have considered at least two factors.</p> <p>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.</p>

3	5-6	<p>Focused responses with sustained explanation and application considering the scenario in the case study, the customers and a range of factors.</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 3 = 11 marks

Question Number	Answer	Mark
4(a)	B - Llandudno	(1)

Question Number	Answer	Mark
4(b)	<p>1 mark for each feature identified specific to business travel. Maximum 2 marks.</p> <p>Eg.</p> <ul style="list-style-type: none"> • accommodation, transport (0) • 4/5 star accommodation (1) • Good transportations links/accessibility (1) • Near to airports/train stations (1) • Range of/lots of accommodation available (1) • Conference rooms/Venues for meetings (1) • Access to wifi/internet connections/good mobile signal/3G (1) <p>Any specific key feature of destinations may also be credited. Hotel features max 1</p>	(2)

Question Number	Answer	Mark
4(c)	<p>1 mark for each of two historical and cultural destinations in the UK.</p> <p>Eg.</p> <ul style="list-style-type: none"> ▪ Canterbury (1) ▪ Chester (1) ▪ Bath (1) ▪ York (1) ▪ Stratford on Avon (1) ▪ Edinburgh (1) ▪ Oxford (1) ▪ Cambridge (1) 	(2)

	Or any other appropriate historical/cultural destination may also be credited.	
--	--	--

Question Number	Indicative Content	
4(d)	<p><i>“conserves the environment”</i></p> <ul style="list-style-type: none"> • maximum of 22 guests at once, <i>so no overcrowding</i> • solar powered lighting/water heating <i>to save electricity</i> • recycling programme <i>to save and re-use resources</i> • creating marine reserves <i>to protect sea life/fish etc</i> • issuing guidelines about littering <i>to reduce visual pollution</i> • traditional thatched accommodation <i>to reduce eyesore of traditional hotels and less need to import building materials</i> <p><i>“Improves the wellbeing of local people”</i></p> <ul style="list-style-type: none"> • Offering them jobs as guides <i>to increase their income</i> • Encouraging tourist to buy local crafts from them <i>to give them money to spend</i> • Encouraging interaction <i>to allow cultures to mix and tourist to be educated about their way of life</i> • Cultural performances <i>will help protect their cultural heritage/traditions</i> <p>BOTH</p> <ul style="list-style-type: none"> • Education of tourists <i>will encourage mutual understanding and respect (for both local people and environment)</i> • BUT – offers international cuisine <i>for which ingredients may have to be imported – carbon footprint and does not give locals the opportunity to sell their food to the hotel</i> • Tourist presence <i>may increase crime and cause dilution of culture</i> 	
Level	Mark	
	0	No rewardable material
1	1-2	Basic assessment or description of material lifted from case study. May only consider one of the aspects of eco-tourism. May only consider positives.
2	3-4	Assessment considering both aspects of the definition and a range of points which are likely to be mainly positive.
3	5-6	Detailed assessment considering both aspects of the definition and including both positive and/or negative points. Must include negative for max 6 marks.

Total for Question 4 = 11 marks
Total for Paper = 50 marks

