

Write your name here

Surname

Other names

Pearson
Edexcel GCSE

Centre Number

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Candidate Number

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Leisure and Tourism

Unit 3: The Leisure and Tourism Environment

Wednesday 4 June 2014 – Afternoon

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 3(c) and 4(d). 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 questions. Write your answers in the spaces provided.

Some questions must be answered with a cross . 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 of the following is a consumer trend? Choose **one** answer, A, B, C or D, and put a cross in the box.

(1)

- A** Growth in use of audio trails
- B** Changes to family patterns
- C** Growth in ticketless travel
- D** Climate change

(b) The growth of 'silver surfers' is an example of a consumer trend.

(i) Describe what is meant by the term **silver surfers**.

(4)

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Driven to Attractions

The popularity of escorted coach tours has risen with the growth in the number of silver surfers. In 2012, the National Trust and Just Go! Holidays offered a range of six-day themed tours all based on National Trust properties. The 'Romans and Rugged Northumberland' tour included a day's hike along Hadrian's Wall.

Shearings Holidays also introduced a new 15-day British Heritage Trail, which includes accommodation in luxury hotels and costs £1200 per person. An expert guide accompanies the tour and travel is on 'Grand Tourer' coaches with higher seats, adjustable foot rests and free WiFi.

(Source: adapted from Daily Mail Travel May 13 2012)

(ii) Explain why escorted coach tours are popular with 'silver surfers'.

(4)

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(c) In addition to consumer trends, 'unforeseen and uncontrollable events' are another factor that can influence the leisure and tourism industry.

Natural disasters are a type of unforeseen and uncontrollable event.

(i) Give **two** examples of natural disasters.

(2)

1

2

(ii) Other than a natural disaster, identify **one** other unforeseen and uncontrollable event that can influence the leisure and tourism industry.

(1)

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(Total for Question 1 = 12 marks)



2 Countryside areas are one type of popular tourist destination in the UK. Snowdonia is an example of a countryside area.

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

(1)

- A** Northern Ireland
- B** Scotland
- C** England
- D** Wales

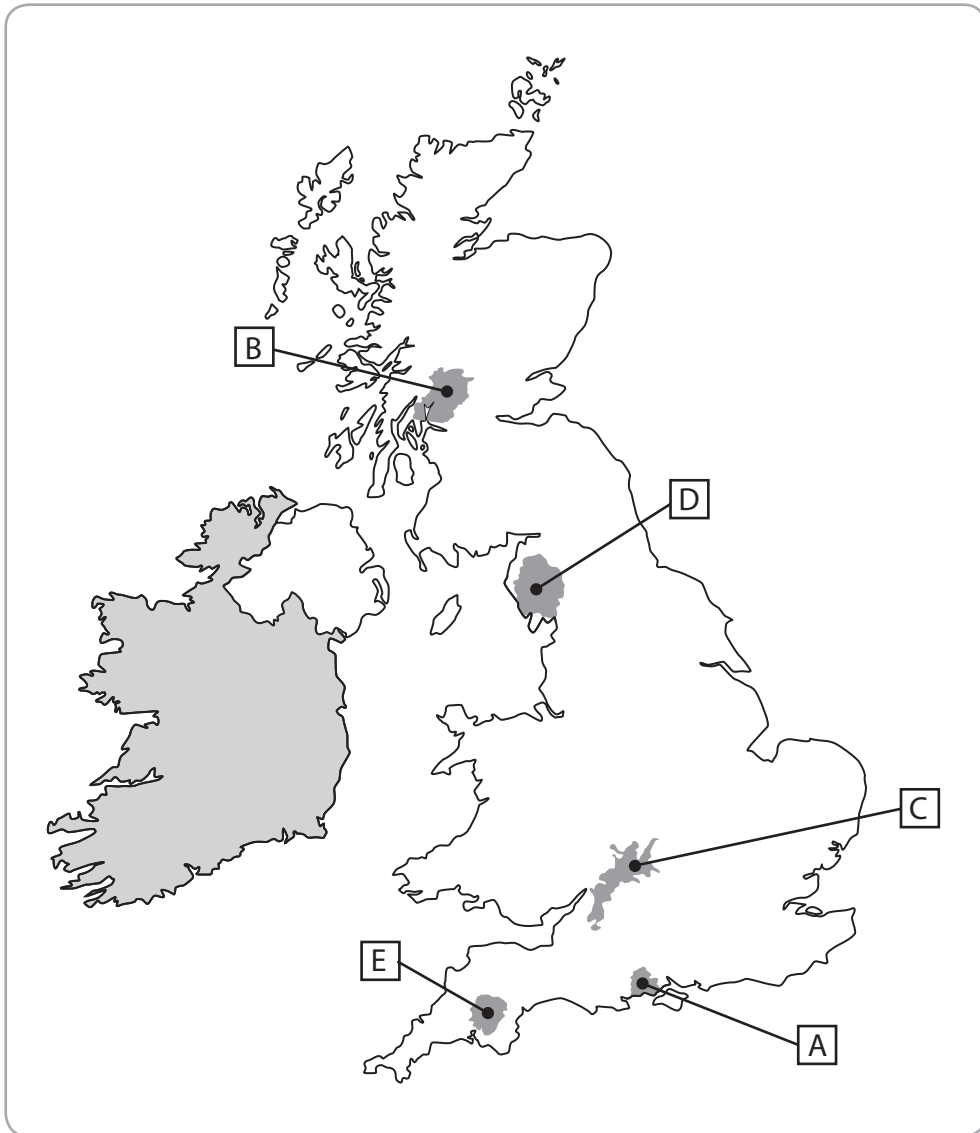
(b) Complete the following table by identifying each of the **countryside** areas labelled A – E on the UK map on page 5.

(5)

Label	Destination
A	
B	
C	
D	
E	



Outline Map of the UK



Read the whole of Question 2(c) before answering parts (i) and (ii).

(c) (i) Identify **four** features that are important in giving appeal to countryside areas such as Snowdonia.

(4)

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2

3

4

(ii) Explain why the features you have identified in 2(c)(i) contribute to the appeal of countryside areas such as Snowdonia.

(4)

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(Total for Question 2 = 14 marks)



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

(a) What type of impact do 'dual use facilities' have? Choose **one** answer, A, B, C or D, and put a cross in the box.

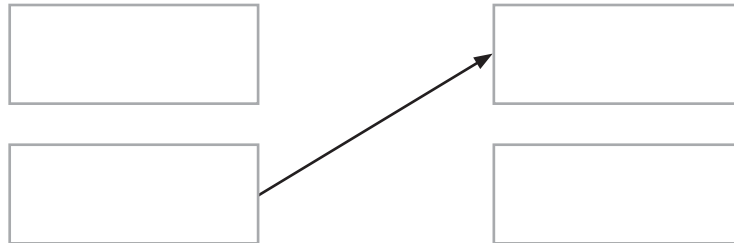
(1)

- A** Negative impact on local communities
- B** Negative impact on the local environment
- C** Positive impact on local communities
- D** Positive impact on the local environment

(b) Complete the diagram by drawing arrows matching each impact with the correct description.

(3)

Here is an example of what to do.



Impact

Westernisation

Regeneration

Traffic congestion

Description

Locals' lives are disrupted and journeys to work take longer.

Locals abandon their traditional lifestyles and adopt that of the tourists.

Old or derelict buildings are given a new lease of life.



Read the following information before answering Question 3(c).

Il Ngwesi Eco-Lodge

The Il Ngwesi Ranch is Maasai owned land in a region of Kenya containing unique wildlife. It is home to half of Kenya's black rhinoceros population and 70% of the world's total population of Grevy's zebra.

In 1994 the Maasai community set aside 80% of their land for wildlife conservation. The ranch is now an international role model for community-based land and wildlife conservation. The local Maasai people are committed to sharing their culture with guests.

Rhino sanctuary

The conservation area includes a rhino sanctuary, the only one of its kind in the world. Rhinos are close to extinction and there are plans to expand the sanctuary. It requires 16 full-time rangers to monitor and protect the rhinos from poachers. Maintaining the conservation area is expensive.



Maasai guide and rhino.

The eco-lodge

The ranch also has an award winning eco-lodge built of local materials. It is owned and managed by the local Maasai community.



Open air room made with local materials.

Guests stay in rooms that are open to the bush so they can see and enjoy the sights and sounds of the wildlife. Each room has been crafted with local materials. There are showers with hot water, heated by solar power.

Income from the lodge directly supports community projects such as improved healthcare and education.

Maasai staff

Guests are looked after by a team of local Maasai. Joseph, the chef, prepares local and international cuisine and James, a world renowned nature enthusiast and wildlife expert, is one of the bush walk guides. James' knowledge ensures that guests can safely view the wildlife at close range. The guides explain the importance of plants to their community and tell ancient Maasai stories.



Local women making jewellery.

Crafts and culture

The craft shop was opened to create extra income. Guests can buy genuine Maasai items made by the local women, including jewellery.

A training project adds to the traditional skills of the Maasai and helps them to sell their items overseas. The income raised is helping to support their families, pay school fees and some has been invested in new businesses.

(Source: adapted from www.ilngwesi.com)



Concern over the possible negative impacts of tourism has led to the growth of ecotourism and development of products such as eco-lodges.

In 2012, Il Ngwesi eco-lodge was nominated for a World Travel Award as 'Africa's Leading Green Destination'.

*(c) Assess the possible benefits of ecotourism at the Il Ngwesi eco-lodge.

In your answer you should consider advantages to:

- the local environment and its wildlife
- the local Maasai community.

(8)

(Total for Question 3 = 12 marks)



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

(a) What is the name of the European organisation that is aiming to create a well-managed network of protected areas in Europe and promote sustainable development? Choose **one** answer, A, B, C or D, and put a cross in the box.

(1)

- A Europarc
- B Europcar
- C Eurosites
- D Eurostar

(b) One of the measures used to become more sustainable is a carbon off-set programme.

Explain what is meant by the term **carbon off-set**. You may include an example in your response.

(4)

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(c) Identify one award scheme that promotes sustainability in the leisure and tourism industry.

(1)

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Read the following information before answering Question 4(d).

Electric Bicycle Network

Electric Travel promotes the use of electric low carbon vehicles, in particular electric bicycles. Its profits are reinvested into projects such as the Electric Bicycle Network.

The Yorkshire Dales National Park Authority is hoping to launch a Dales Electric Bicycle Network following the success of similar networks in the Peak District.

Electric bikes 'flatten hills' and give visitors the chance to choose a green form of transport on which to enjoy the countryside without too much effort.

Leisure and tourism organisations such as visitor attractions, cafes, hotels, retailers and existing cycle hire companies are being asked to consider becoming a location where cyclists can hire the electric bikes and/or recharge their bikes' battery.

(Source: adapted from Craven Herald 19/04/12)

*** (d) Explain the advantages of the Electric Bicycle Network for leisure and tourism organisations and tourist destinations.**

(6)

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(Total for Question 4 = 12 marks)

TOTAL FOR PAPER = 50 MARKS



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