



GCSE MARKING SCHEME

LEISURE & TOURISM

SUMMER 2012

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2012 examination in GCSE LEISURE & TOURISM. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

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GCSE LEISURE & TOURISM - UNIT 2

SECTION A

Question	Answer	Mark and Assessment objective
1. (a)	Buckingham Palace. Stonehenge.	AO1 – 2
(b)	Visiting a museum. A historical tour. Wine tasting.	AO1 – 3
		Total = 5
2. (a)	<p>Long haul – Sao Paolo. Buenos Aires.</p> <p>Short haul – Paris. Madrid. Barcelona. Frankfurt. Ruhr Region. Lyon. Zurich. Milan. Munich. Moscow.</p> <p>Long haul – London. Barcelona. Madrid. Frankfurt. Ruhr Region. Lyon. Zurich. Milan. Munich. Moscow. Tokyo-Mumbai.</p> <p>Short haul – Seoul. Osaka-Kobe. Hong Kong.</p> <p>Any appropriate answer.</p>	AO1 – 4
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - improved transport technology. - people more adventurous. - people more independent. - people more confident. - poor euro exchange. - more VFR. - cheaper than in the past. <p>Any 2 appropriate answers.</p> <p>Permutations: 1 mark for an appropriate reason. 1 mark for a clear explanation.</p>	AO1 – 4
		Total = 8
3. (a)	River Seine. The Himalayas. Mount Etna. Niagara Falls.	AO1 – 4
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Skiing. - Climbing. - Abseiling. - Walking. <p>Any 3 appropriate answers.</p>	AO1 – 3
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - erosion of paths. - litter. - transport pollution – noise, air. - loss of wildlife habitats. - destruction of forests. <p>Level marked</p> <p>Level 1 – A basic explanation with only 1 or 2 reasons.</p> <p>Level 2 – A detailed explanation with at least 2 reasons.</p>	<p>AO1 – 4</p> <p style="text-align: center;">0 – 2</p> <p style="text-align: center;">3 – 4</p>
		Total = 11

Question	Answer	Mark and Assessment objective
7. (a)	Purpose – built – The London Eye. Disneyland Paris.	AO1– 2
(b)	<p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and might only include 1 or 2 built attraction. Little or no knowledge of the destination chosen. Little or no evaluation. List / generic answers.</p> <p>Level 2 – Answers are likely to be detailed and include at least 2 or 3 built attractions. Some knowledge of the destination chosen. Some evaluation.</p> <p>Level 3 – Answers are likely to be well developed and include at least 3 or 4 built attractions. Good knowledge of the destination chosen. Clear evaluation.</p>	<p>AO1 – 3 AO3 – 5</p> <p>0 – 3</p> <p>4 – 6</p> <p>7 – 8</p>
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - beaches. - the sea. - estuaries. - cliff tops. - spits. - lagoons. - bays. - coves. - coastal paths. - rock formations. - climate. <p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and might only include 1 or 2 natural attractions. Little or no description. List type answers.</p> <p>Level 2 – Answers are likely to be detailed and include at least 2 or 3 natural attractions. Some description.</p>	<p>AO1 – 4</p> <p>0 – 2</p> <p>3 – 4</p>
		Total = 14

Question	Answer	Mark and Assessment objective
8. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - theatres. - cinemas. - pubs. - catering outlets. - leisure / sport facilities. - parks. - beaches. <p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and might only include 1 or 2 facilities. Little or no exemplification. List type answers.</p> <p>Level 2 – Answers are likely to be detailed and include at least 2 or 3 facilities. Some exemplification.</p>	<p>AO1 – 3 AO2 – 3</p> <p>0 – 3</p> <p>4 – 6</p>
(b)	<p>Possible answers:</p> <p>Economic:</p> <ul style="list-style-type: none"> - creation of jobs. E.g. in leisure centres, TICs - creates wealth / multiplier effect. E.g. incomes for pubs, restaurants, shops. <p>Social:</p> <ul style="list-style-type: none"> - improves the range of facilities. E.g. a new swimming pool, cinema complex. - healthier lifestyle. - the local area has been regenerated. - jobs / wealth. <p>Permutations: 2 x 2 marks. 1 mark for the impact. 1 mark for a clear explanation.</p>	AO2 – 4
		Total = 10

Question	Answer	Mark and Assessment objective
9. (a)	<p>Possible answers:</p> <p>Eat local – when tourists visit an area they could support sustainable tourism by eating in local pubs, cafes and restaurants instead of national or international chains such as McDonalds and Costa Coffee. This would help provide jobs for local people, create wealth in the area, support the multiplier effect and eat local produce.</p> <p>Stay local – when tourists visit an area they could stay in local guest houses, hotels or cottages rather than national or international chains such as Premier Inn. This would help provide jobs for local people, create wealth in the area and buy local produce. The chance of leakage would be reduced.</p> <p>Permutations: 2 x 2 marks. 1 mark for a basic evaluation. 2 marks for a detailed evaluation.</p>	AO3 – 4
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - pathways / boardwalks to prevent erosion of the landscape. - pathways to direct visitors – prevents damage to plants and disruption to animal life. - regenerating an area such as docklands. - renovating heritage buildings. - creating nature reserves. - information centres – to educate visitors. - signs, leaflets – to educate visitors. - economic benefits. <p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and might only include 1 or 2 examples. Little or no evaluation. List type answers.</p> <p>Level 2 – Answers are likely to be detailed and include at least 2 or 3 examples. Some evaluation.</p>	<p>AO1 – 3 AO3 – 3</p> <p>0 – 3 4 – 6</p>
		Total = 10
	Section B total	60
	Sections A & B =	90

AO1 = 44
AO2 = 24
AO3 = 22
TOTAL = 90

GCSE LEISURE & TOURISM - UNIT 4

SECTION A

Question	Answer	Mark and assessment objective
1. (a)	Travelling abroad more often. Choosing a 4* hotel instead of a 3*.	AO1 – 2
2. (b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - the creation of jobs in such organisations as hotels and attractions. - the creation of wealth / income for an area as tourists spend and local people earn a wage - increase in profits / income - an incentive for investment. <p>Permutations: 2 x 2 marks. 1 mark for a basic answer and 2 marks for a detailed answer.</p>	AO1 – 2 AO2 – 2
3. (c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - conflict between tourists and locals - an increase in local house prices - general way of life is disrupted / impacted upon - an increase in crime. <p>Any 2 appropriate answers.</p>	AO1 – 2
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> - threat to a local language - disrespect to local religions / dress codes - threat to local customs - westernisation of cultures – international food / hotel chains. <p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic with only 1 or 2 suggestions. Little or no knowledge of the destination. List / generic type answer.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 suggestions. Some knowledge of the destination.</p>	AO1 – 4 0 – 2 3 – 4
		Total = 12

Question	Answer	Mark and assessment objective
2. (a)	Sports personality. Members of the family. A friend.	AO1 – 3
(b)	<p>Possible answers: Celebrities can have a positive impact if they live in a way which doesn't involve the police as a result of drugs or alcohol. Also the image of a happy family and a healthy lifestyle. Celebrities can have a negative impact if they are involved a crime or alcohol/drug abuse. Also some sports people behave badly on a pitch by swearing or fighting.</p> <p>Levels Marked</p> <p>Level 1 Answers are likely to be basic with only 1 or 2 suggestions.</p> <p>Level 2 – Answers are likely to be detailed and include at least 2 or 3 suggestions.</p>	AO2 – 4 0 – 2 3 – 4
		Total = 7
3. (a)	A health and beauty weekend. A three day trip to Barcelona.	AO1 – 2
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - increased affluence - transport developments - more leisure time - paid holiday <p>Permutations: 2 x 2 marks. 1 mark for the reason and 1 mark for a clear explanation.</p>	AO1 – 4
		Total = 6
4.	Wi-Fi. Notebook PC. iPhone. Kindle. Video conferencing.	AO1 - 5
		Total = 5
Total =		30

SECTION B

Question	Answer	Mark and assessment objective
5. (a)	Economic. Cultural. Ecological.	AO1 – 3
(b)(i)	<p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic with only 1 or 2 examples of what the project is trying to achieve. List / generic type answers.</p> <p>Level 2 – Answers are likely to be basic and include at least 2 or 3 examples of what the project is trying to achieve.</p>	<p>AO1 – 6</p> <p>0 – 3</p> <p>4 – 6</p>
(ii)	<p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and include little evaluation.</p> <p>Level 2 – Answers are likely to be detailed and include a clear evaluation.</p>	<p>AO3 – 4</p> <p>0 – 2</p> <p>3 – 4</p>
	Total =	13

Question	Answer	Mark and assessment objective
6. (a)(i)	<p>Possible answers:</p> <ul style="list-style-type: none"> - A380 airbus - Luxury cruise ships - Millau Bridge - Motorway networks - Gatwick Express - Further electrification of train lines – fast speed routes - Electric cars, buses, trams. <p>Permutations: 2 x 2 marks. 1 mark for the example and 1 mark for the outline.</p>	AO1 – 4
(ii)	<p>Possible answers:</p> <p>Travel & Tourism organisations – more passengers > more profits > shorter flight times > longer distances > greater fuel economy.</p> <p>Tourists – better products and services > shorter flight times > smaller carbon footprint.</p> <p>The environment – less CO2 emissions > cleaner air > less pollution.</p> <p>Permutations: 3 x 2 marks. 1 mark for the explanation / reason and 1 mark for the evaluation.</p>	AO2 – 3 AO3 – 3
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - increased pollution – noise and air - increased traffic congestion - more flights - more cruises - overcrowding. <p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic with only 1 or 2 impacts.</p> <p>Level 2 – Answers are likely to be detailed and include at least 2 or 3 impacts.</p>	AO1– 3 AO2 – 3 0 – 3 4 – 6
		Total = 16

Question	Answer	Mark and assessment objective
7. (a)	<p>Possible answers: An electronic ticket or e-ticket is used to represent the purchase of a seat on a passenger airline, usually through a website or by telephone, or sometimes through airline ticket offices or travel agencies.</p> <p>Permutations: 2 marks for a detailed answer. 1 mark for a basic answer.</p>	AO1 – 2
(b) (i)	<p>Possible answers: CCTV. Body scanners. Luggage scanners. Finger print checks. Iris (eye) scan. Any 3 appropriate answers.</p>	AO1 – 3
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - safety of staff - safety of customers - protection of property - increase in efficiency - less staff required - increased profits. <p>Any 2 appropriate answers.</p>	AO2 – 2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - business lounge – more comfort, WiFi access - VIP lounge - more luxury - a wider range of food / drink outlets - a wider range of shops - computers which passengers can access - prayer rooms - shower / baby changing rooms - entertainment – iPod access, a greater range of music and films. <p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and include little or no evaluation. Little or no reference to different visitor types.</p> <p>Level 2 – Answers are likely to be detailed and include some evaluation. Some reference to different visitor types.</p> <p>Level 3 – Answers are likely to be developed with a clear evaluation. Clear reference to different visitor types.</p>	<p>AO2 – 3 AO3 – 5</p> <p>0 – 3</p> <p>4 – 6</p> <p>7 – 8</p>
	Total =	15

Question	Answer	Mark and assessment objective
8. (a)	<p>Possible answer: Availability of transport – people who live in rural areas have less public transport which can make it difficult for some to access leisure facilities.</p> <p>Permutations: 1 mark for a basic explanation. 2 marks for a detailed explanation.</p>	AO1 – 2
(b)	<p>Possible answers: Age. Media. Tastes and fashions. Culture. Gender. Any 2 appropriate answers.</p>	AO1 – 2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - people will have less access to affordable leisure facilities – less choice - people will have to spend more on books and private leisure facilities - some people might have to travel further - people will cease leisure activities - people’s health might be affected - healthy lifestyle programs might suffer. <p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and include only 1 or 2 impacts.</p> <p>Level 2 – Answers are likely to be detailed and include at least 2 or 3 impacts.</p>	<p>AO2 – 2 AO3 – 2</p> <p>0 – 2 3 – 4</p>
(d)	<p>Levels Marked</p> <p>Level 1 – Answers are likely to be basic and include little or no evaluation. Little or no reference to different age groups. List / generic type answers.</p> <p>Level 2 – Answers are likely to be detailed and include some evaluation. Some reference to different age groups. Some knowledge of the chosen area.</p> <p>Level 3 – Answers are likely to be developed with a clear evaluation. Clear reference to different age groups. Clear knowledge of the area.</p>	<p>AO1– 3 AO3 – 5</p> <p>0 – 3 4 – 6 7 – 8</p>
	Total =	16
	Section B total =	60

AO1 = 22 26 AO2 = 8 15 AO3 = 19



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