



GCSE MARKING SCHEME

LEISURE & TOURISM

JANUARY 2013

INTRODUCTION

The marking schemes which follow were those used by WJEC for the January 2013 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 - LEISURE & TOURISM DESTINATIONS

MARK SCHEME - JANUARY 2013

SECTION A

Question	Answer	Mark Allocation	Assessment Objective
1. (a)	Exmoor. Loch Lomond. Snowdonia. Peak District.	0 - 4	AO1 - 4
(b)	b. to protect the landscape d. to provide leisure opportunities.	0 - 2	AO1 - 2
(c)	Eating in a local pub. Staying in a nearby bed and breakfast. Buying produce from a farm shop.	0 - 3	AO1 - 3
(d)	Possible answers: - Tourist information centres - Visitor centres - Leaflets - Signs - Posters - Dvds / videos - Talks - Guides - Warden - Maps - Internet - Apps Permutations: 4 x 1 marks - 4 simple suggestions. 2 x 2 marks for detailed suggestion. 2 + 1 + 1.	0 - 4	AO2 - 4
		Total = 13	
2. (a)	January.	0 - 1	AO1 - 1
(b) (i)	July. August.	0 - 1	AO1 - 1
(ii)	Possible answers: - The seasons are opposite. - Summer in the UK is winter in Perth. - It's generally warmer. - It's wetter in July/August.	0 - 1	AO2 - 1
(c)	Possible answers: - The majority of UK visitors would arrive in the months between September and April when the temperatures are higher and the rainfall less. - Less visitors would arrive in the months between May and August as the temperature is cool and there is more rain. - VFR over the Christmas period. Levels Marked Level 1 - answers are likely to be basic and include only one or two visiting patterns. Level 2 - answers are likely to be more detailed and include at least two visiting patterns.	0 - 4 1 - 2 3 - 4	AO2 - 2 AO3 - 2
		Total = 7	

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	Health tourism. Sports tourism. Special Interest. Business tourism.	0 - 4	AO1 - 4
(b) (i)	Possible answer: This is a type of holiday package which involves tourists flying to places such as Florida or Pisa and then collecting a hire car.	0 - 1	AO1 - 1
(ii)	Florida		
(c)	Possible answers: - Cost. - Value for money. - Exchange rate. - Family features - Kidz club, babysitting. - Journey time. - Holiday length. - The weather / climate. Levels marked Level 1 - answers are likely to be basic and include only one or two factors. Level 2 - answers are likely to be more detailed and include at least two factors.	0 - 4	AO2 - 4
(d)	French Alps.	0 - 1	AO1 - 1
		Total = 10	
	= 30	Section A Total	

SECTION B

Question	Answer	Mark Allocation	Assessment Objective
4. (a)	Possible answer: A tourist / visitor travelling to another country.	0 - 1	AO1 - 1
(b)	Possible answers: London - The London Eye. Tower or London. Bath - The Roman Spa. Bath Abbey. Cardiff - Cardiff Castle. Millennium Stadium.	0 - 3	AO1 - 3
(c)	Possible answers: - They can be cheaper than going abroad to such countries as Spain - families might need to pay for 4 flights. - There is less travel involved - less hassle. People can drive to a UK destination within a couple of hours - the waiting time at an airport. - People are more familiar with the food, drink, money, culture and language. Permutations: 2 x 2 marks. 2 marks for a developed suggestion. 1 mark for a basic suggestion.	0 - 4	AO2 - 4
(d) (i)	No marks if not a UK destination. The facilities and attractions will depend on the chosen destination. Levels marked Level 1 - descriptions are likely to be basic and include only one or two attractions/facilities. Little or no reference to different visitor types. Little knowledge and understanding. Level 2 - descriptions are likely to be detailed and include at least 2 or 3 attractions/facilities. Some reference to different visitor types. Some knowledge and understanding. Level 3 - descriptions are likely to be well developed and include at least 3 or 4 attractions/facilities. Clear reference to different visitor types, clear knowledge and understanding.	0 - 8 1 - 3 4 - 6 7 - 8	AO1 - 4 AO3 - 4
(i)	Possible answers: - Creation of jobs - e.g. hotels, theme parks, cafes. - Creation of wealth / profit / income. - Multiplier effect. - Foreign currency. Levels marked Level 1 - answers are likely to be basic and include only one or two impacts. Little or no evaluation. Level 2 - answers are likely to be more detailed and include only one impact. Little or no evaluation.	0 - 4 1 - 2 3 - 4	
		Total = 20	

Question	Answer	Mark Allocation	Assessment Objective
5. (a)	Ferry - Stena Line. P&O. Brittany Ferries. Condor Airline - Virgin. Quantas. Emirates. BA. Coach - Shearings. Wallance Arnold. Hardings. Train - Virgin. First Great Western. Arriva	0 - 4	AO1 - 4
(b)	Possible answers: - Roads - motorways - easier and quicker for cars, coaches and buses. - Bridges - e.g. Severn - quicker and easier. - Rail - faster trains. More comfort. Electrification of main lines. - Cars are more reliable and comfortable. - Coaches / buses offer more comfort. Cheaper option. Levels Marked Level 1 - explanations are likely to be basic and include only one or two suggestions. Little exemplification. Little knowledge and understanding. Level 2 - explanations are likely to be more detailed and include at least 2 suggestions. Some exemplification. Some knowledge and understanding.	0 - 6 1 - 3 4 - 6	AO1 - 2 AO3 - 4
(c)	Possible answers: - Quicker than driving. - Might be cheaper. - Safer than driving because of the distance. - Opportunity to work on the train. - Opportunity to relax on the train. Permutations: 2 x 2 marks. 1 mark for an appropriate advantage and 1 mark for a clear explanation.	0 - 4	AO2 - 2 AO3 - 2
(d)	Possible answers: - Conference - Trade fair / exhibition - Meeting - Training course Permutations: 4 x 1 marks 2 x 2 marks	0 - 4	AO1 - 4
		Total = 18	

Question	Answer	Mark Allocation	Assessment Objective
6. (a)	Possible answers: Coastal area - Costa Brava. Algarve. Costa del sol. Mediterranean. Cote d'Azur. Italian Riviera. Amalfi. City break - Prague. Madrid. Paris. Barcelona. Winter sport - the Alps. Pyrenees. Vas d'isere. Morzine. Innsbruck. Cruise - Norwegian Fjords. Mediterranean. Greek Islands. Any 4 appropriate answers.	0 - 4	AO1 - 4
(b)	Possible answers: - Sandy beaches. - Warm temperatures / good climate. - Range of activities. - Cheaper flights. - Short flights - journey time. - Cheaper packages. - 'home from home' - language, food, drink. Levels Marked Level 1 - answers are likely to be basic and include only one or two reasons. Little or no assessment. Little knowledge and understanding. Level 2 - answers are likely to be detailed and include at least 2 or 3 reasons. Some assessment. Some knowledge and understanding.	0 - 6 1 - 3 4 - 6	AO1 - 2 AO3 - 4
(c)	Possible answers: - Diluting of traditions - dance, music, food, drink. - Diluting of language. - Change in way of life. - Loss of traditional jobs - farming, fishing. Levels Marked Level 1 - explanations are likely to be basic and include only 1 or 2 negative social/cultural impacts. Little knowledge and understanding. Level 2 - explanations are likely to be detailed and include at least 2 or 3 impacts. Some knowledge and understanding.	0 - 6 1 - 3 4 - 6	AO2 - 6
(d)	Possible answers: - European / World recession. - The Eurozone becomes too expensive. - Terrorism. - Fuel / oil price surge. - Domestic holidays become more attractive. - Long haul holidays are better value. - Independent holidays become more popular. Levels Marked Level 1 - answers are likely to be basic and include only one or two reasons. Little or no assessment. Little knowledge and understanding. Level 2 - answers are likely to be more detailed and include at least two reasons. Some assessment. Some knowledge and understanding.	0 - 6 1 - 3 4 - 6	AO1 - 4
Section B = 60 marks		Total = 22	

A01 = 41. A02 = 26. A03 = 23. TOTAL = 90

GCSE LEISURE AND TOURISM

UNIT 4 – CHOICE AND CHANGE IN LEISURE AND TOURISM

MARK SCHEME – JANUARY 2013

SECTION A

Question	Answer	Mark Allocation	Assessment Objective
1. (a)	Possible answers: <ul style="list-style-type: none">• Religion• Music	0 - 2	AO1 - 2
(b)	Possible answers: <ul style="list-style-type: none">• India - Curry• Italy - Pizza, Pasta.• USA - Burger.• Mexico - Chilli con carne, Fajitas Any 3 appropriate answers.	0 - 3	AO2 - 3
(c)	Possible answers: <ul style="list-style-type: none">• True.• False.• False.• True.• True.	0 - 5	A02 - 5
		Total=10	

Question	Answer	Mark Allocation	Assessment Objective
2. (a)	Possible answers: <ul style="list-style-type: none"> • Email. • Online payments. • For information. • Map / location. Any 3 appropriate answers.	0 - 3	AO1 - 3
(b)	Possible answers: <ul style="list-style-type: none"> • Less staff needed - lower costs. • Increased profits. • More customer's • Marketing - wider audience. • More 'hits' on the website. Permutations: 2x2 marks. 2 marks for a detailed answer. 1 mark for a basic answer.	0 - 4	AO2 - 4
(c)	Possible answers: <ul style="list-style-type: none"> • Twitter. • Facebook. • Online games. • Music downloads. • Book downloads. Levels marked Level 1 - answers are likely to be basic and include only 1 or 2 activities. Level 2 - answers are likely to be detailed and include at least 2 activities.	0 - 4 1 - 2 3 - 4	AO1 - 4
		Total=11	

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	Possible answers: <ul style="list-style-type: none"> • Guided walk in the woods. • Eating in the local pub. • Buying food in the local shop. • Picnic by the river. • Staying in a log cabin. Any 3 of the above answers.	0 - 3	AO1 - 3
(b)	Possible answers: <ul style="list-style-type: none"> • Cycling. • Canoeing. • Fishing. Any 2 appropriate answers.	0 - 2	AO1 - 2
(c)	Possible answers: <ul style="list-style-type: none"> • Raised awareness of the environment. • Raised awareness of eco-tourism holidays / activities. • People looking for something different. • People looking for alternatives to the package holiday. Levels marked Level 1 - answers are likely to be basic and include only 1 reason. Level 2 - answers are likely to be detailed and include at least 2 reasons.	0 - 4 1 - 2 3 - 4	AO1 - 4
		Total=9	
		Section A total=30	

SECTION B

Question	Answer	Mark Allocation	Assessment Objective
4. (a)	Possible answers: <ul style="list-style-type: none"> • Spa. • Café. • Bar. • Crèche. • Birthday parties. • Tennis. Any 4 answers from the above.	0 - 4	AO1 - 4
(b)	Possible answers: <ul style="list-style-type: none"> • More customers • More profit / income. • Enhanced image. • Edge over the competition. • To encourage a healthy lifestyle. Levels marked Level 1 - answers are likely to be basic and include only 1 or 2 reasons. Level 2 - answers are likely to be detailed and include at least 2 reasons.	0 - 4 1 - 2 3 - 4	A03 - 4
(c)	Possible answers: Advantages <ul style="list-style-type: none"> • Reduces expenditures. • Less transport costs. • People can exercise when they choose. • Not embarrassing / intimidating. Disadvantages: <ul style="list-style-type: none"> • Initial expense / cost. • No training / induction / advice. • Dangerous. • Less sociable. • Lack of choice. Levels marked Level 1 - answers are likely to be basic and include only 1 or 2 reasons. Level 2 - answers are likely to be detailed and include at least 2 reasons.	0 - 8 1 - 2 x 2 3 - 4 x 2	AO1 - 3 AO3 - 5
		Total=16	

Question	Answer	Mark Allocation	Assessment Objective
5. (a)	Possible answers: <ul style="list-style-type: none"> • Increased affluence. • Healthier lifestyles • More exercise • Better diet. Any 3 appropriate answers.	0 - 2	AO1 - 2
(b)	Possible answers: <ul style="list-style-type: none"> • Cheap fitness facilities. • Frees facilities. • Varied transport options. • Modern appropriate facilities. • Fitness centres. • Fitness classes / Pilates. • Cardiac recovery groups. • Dieticians. Levels marked Level 1 - answers are likely to be basic and include only 1 or 2 reasons. Level 2 - answers are likely to be detailed and include at least 2 reasons.	0 - 6 1 - 3 4 - 6	AO2 - 6
(c)	Possible answers: <ul style="list-style-type: none"> • Gender. • Family structure. • Friends. • Family. • Transport options. • Cost. • Health. Levels marked Level 1 - answers are likely to be basic and include only 1 or 2 factors. Level 2 - answers are likely to be detailed and include at least 2 factors.	0 - 6 1 - 3 4 - 6	AO2 - 2 AO3 - 4
		Total=14	

Question	Answer	Mark Allocation	Assessment Objective
6. (a)	<p>The destinations must be from outside of the UK. No marks for UK destinations.</p> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 attractions.</p> <p>Level 2 - answers are likely to be detailed and include at least 2 attractions.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	AO1 - 4
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Creation of jobs - e.g. named hotel. • Creation of wealth. • Increased disposable incomes. • Enhanced environment - e.g. regenerated part of town. • Improved facilities for the local community. E.g. new leisure centre. <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 impacts.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	AO1 - 6
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Economic issues - Seasonal jobs, low paid jobs. • Environmental issues - flora and fauna habitats, litter, traffic problems • Social - cultural issues - way of life, overcrowding, religion. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 impacts. Little or no assessments. Generic / list type problems.</p> <p>Level 2 - answers are likely to be detailed and include at least 2 impacts. Some assessment. The answer relates to the chosen destination.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	AO3 - 6
		Total = 16	

Question	Answer	Mark Allocation	Assessment Objective
7. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Influence of the media. • More affordable. • Influence of a celebrity. • Improved technology. • More awareness of healthy lifestyle. • New facilities. • More awareness of environmental impacts. <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic and include only 1 or 2 reasons.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 reasons.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>AO1 - 2</p> <p>AO3 - 2</p>
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Old fashioned technology. • Old facilities. • Less affordable. • No longer promoted by the media. • Not environmentally friendly. • Not a healthy lifestyle. <p>Levels Marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 reasons.</p> <p>Level 2 - answers are likely to be detailed and include at least 2 reasons.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>AO1 - 2</p> <p>AO3 - 2</p>
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Walking / cycling to leisure activities. • Diet-a salad rather than a burger. • Choose more active activities- football, dance, Duke of Edinburgh Award. • Watch less television. • Spend less time using the computer / iPod. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 examples.</p> <p>Level 2 - answers are likely to be detailed and include at least 3 examples.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>A02 - 6</p>
		Total=14	
		Section B Total=60	



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