



GCSE MARKING SCHEME

LEISURE & TOURISM

JANUARY 2012

INTRODUCTION

The marking schemes which follow were those used by WJEC for the January 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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SECTION B

Question	Answer	Mark & Assessment Objective
4. (a)	<p>Coastal - accept areas or resort/towns. e.g. Blackpool. Pembrokeshire</p> <p>Countryside - accept mountains, lakes, river and National Parks. e.g. Snowdon. Windermere. Lake District.</p> <p>Cultural - accept Bath, Chester, London and similar.</p>	AO1 - 3
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - climate - natural attractions - built attractions - a range of affordable accommodation - leisure facilities - accessibility/location. <p>Levels Marked</p> <ul style="list-style-type: none"> - Non-UK - zero marks <p>Level 1 - Answers are likely to be basic and might only include 1 or 2 reasons. Little or no evaluation. List/generic answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons. Some evaluation.</p> <p>Level 3 - Answers are likely to be well developed and include at least 3 or 4 reasons. Clear evaluation</p>	<p>AO1 - 4 AO2 - 4</p> <p style="text-align: center;">0 - 3</p> <p style="text-align: center;">4 - 6</p> <p style="text-align: center;">7 - 8</p>
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - the creation of jobs - examples given - seasonal jobs - low paid jobs - incomes provided by tourism - creation of wealth for the community - profits for local attractions and hotels - multiplier effect - attracts further investment - examples given. <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic and might only include 1 or 2 impacts. List/generic answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 impacts.</p>	<p>AO1 - 2 AO3 - 4</p> <p style="text-align: center;">0 - 3</p> <p style="text-align: center;">4 - 6</p>
		Total =17

Question	Answer	Mark & Assessment Objective
5. (a) (i)	Possible answers - major events only. Sporting: London Marathon. Olympics. FA Cup Final.	AO1 - 1
(ii)	Possible answers - major events only. Music: Reading Festival. Glastonbury. Brecon Jazz Festival.	AO1 - 1
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - traffic problems for local people - parking, congestion, inconvenience - overcrowding - villages, towns, pubs - conflict - lack of respect shown by visitors - litter, noise, drug and alcohol abuse - way of life - temporary effect - the visitors feel welcomed - spirit of the event - creates temporary jobs - increases wealth/incomes <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic and might only include 1 or 2 impacts. Little or no evaluation. List/generic answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 impacts. Some evaluation.</p>	<p>AO2 - 2 AO3 - 4</p> <p>0 - 3</p> <p>4 - 6</p>
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - increase in income/profit - more visitors/customers - multiplier effect - increased awareness of the location. <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic and might only include 1 or 2 examples of benefits. Little or no reference to leisure and tourism organisations. List/generic answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 examples of benefits. Some reference to leisure and tourism organisations.</p>	<p>AO2 - 4</p> <p>0 - 2</p> <p>3 - 4</p>
		Total =12

Question	Answer	Mark & Assessment Objective
7. (a)	<p>Possible answers:</p> <p>Adrenaline junkies - people who seek adventure and excitement. e.g. climbing mountains, rollercoasters. Non-UK example - Disneyland Paris, the Alps and the Rockies</p> <p>Beach bums - they seek relaxation by soaking up the sun on a beach or by a pool. e.g. on a package holiday. Non-UK example - the Mediterranean, Benidorm and Phuket.</p> <p>Cultural vultures - people who like to experience the local culture, lifestyle and customs of a destination. e.g. museums, art galleries and cuisine. Non-UK example - Rome, Paris and New York.</p> <p>Permutations: 2 x 3 marks. 2 marks for a detailed explanation. 1 mark for a basic explanation. 1 mark for an appropriate example. Accept some destination twice if justified.</p>	AO1 - 6
(b)	<p>Levels Marked</p> <p>- No marks for UK destinations</p> <p>Level 1 - Answers are likely to be basic and might only include 1 or 2 reasons. Little or no evaluation. List/generic answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons. Possibly largely focused on climate or location/accessibility. Some evaluation.</p> <p>Level 3 - Answers are likely to be well developed and include at least 3 or 4 reasons. A well balanced explanation. Clear evaluation.</p>	AO1 - 3 AO3 - 5 0 - 3 4 - 6 7 - 8
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - to advertise the destination - to inform tourists - to persuade - to raise awareness of a destination/event - to increase profits - to attract more customers - to create more jobs. <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic and might only include 1 or 2 reasons.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 reasons.</p>	AO1 - 4 0 - 2 3 - 4
	Total =	18
	Section B Total =	60

AO1 = 48
AO2 = 21
AO3 = 21
TOTAL = 90

Question	Answer	Mark & Assessment Objective
4. (a)	Theme park - ride, new fast food outlet, hotel. Hotel - spa, fitness suite, wifi. Leisure centre - new fitness suite, swimming pool, Over 55s club. Fast food outlet - new menu, healthy food option, children's parties.	AO1 - 4
(b)	Possible answers: <ul style="list-style-type: none"> - increase profits - maintain income - attract new customers - keep present customers Any 2 appropriate answers.	AO1 - 2
(c) (i)	Possible answers: <ul style="list-style-type: none"> - noise - parking problem - more traffic - increase in crime - seasonal jobs only. Any 2 appropriate answers.	AO1 - 2
(ii)	Possible answers: <ul style="list-style-type: none"> - creation of jobs - creation of wealth/income - multiplier effect - attracts further investment - seasonal low paid jobs. Levels Marked Level 1 - Answers are likely to be basic with only 1 or 2 impacts. Level 2 - Answers are likely to be detailed and include at least 2 or 3 impacts.	AO2 - 4
5.	Children under 7 - bungee trampoline, pool, Rock School and film screenings. Teenagers aged 13 to 15 - pool, film screenings, sports courts, golf simulator and Rock School. Young couples - golf simulator, film screenings, sports courts, spa, gym and restaurants. Senior citizens - pools, spa, dance classes, piano recital, cabaret, West End performances. Any appropriate answers.	AO1 - 4
		Total = 30

SECTION B

Question	Answer	Mark & Assessment Objective
6. (a)	16 - 18%	AO1 - 1
(b)	21 - 23%	AO1 - 1
(c)	<p>Possible reasons:</p> <ul style="list-style-type: none"> - healthier lifestyles - medical developments - affluence <p>Any 2 from.</p>	AO3 - 2
(d)	<p>Possible impacts:</p> <ul style="list-style-type: none"> - new facilities for the age group - adapting present facilities - marketing or senior citizens - partnerships with tour/travel organisations - more SAGA type organisations <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic with only 1 or 2 suggestions. Maximum of 3 for list type answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 suggestions.</p>	<p>AO2 - 6</p> <p style="text-align: center;">0 - 3</p> <p style="text-align: center;">4 - 6</p>
		Total = 10

Question	Answer	Mark & Assessment Objective
7. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - pollution from travel/transport options - litter pollution - noise pollution - traffic congestion - overcrowding - loss of flora/damage to flora - loss of wildlife/damage to wildlife. <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic. Little or no link to the chosen destination. Maximum of 2 for generic/list type answers.</p> <p>Level 2 - Answers are likely to be detailed. Some link to the chosen destination.</p>	<p>AO2 - 4</p> <p>0 - 2</p> <p>3 - 4</p>
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - limit the number of vehicles - day time flights only - litter bins/collectors - road systems - more car parks - sustainable tourism approach. <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic and include only 1 or 2 suggestions. Little or no link to destination. Maximum of 2 for generic/list type answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 suggestions. Some link to the destination chosen.</p>	<p>AO2 - 4</p> <p>0 - 2</p> <p>3 - 4</p>
		Total = 8

Question	Answer	Mark & Assessment Objective
8. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - local economic benefits - or specific examples - protects the environment/ecological benefits - or specific examples - protects local cultures - or specific examples. <p>Any appropriate answer.</p>	AO1 - 3
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - posters - signs - information/visitor centres - videos/dvds - websites - talks - guided tours <p>Any appropriate answer.</p>	AO1 - 4
(c) (i)	<p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic with only 1 or 2 descriptions. Little or no link to a chosen project. Maximum of 3 for generic/list type answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 descriptions linked to the chosen project.</p>	<p>AO1 - 6</p> <p>0 - 3</p> <p>4 - 6</p>
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - some tourists prefer sustainable tourism destinations whereas others prefer a city or coastal resort - some tourist are not interested in sustainable tourism <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic with only 1 or 2 reasons for its appeal to some tourists and not others.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons for its appeal to some tourists and not others.</p>	<p>AO3 - 4</p> <p>0 - 2</p> <p>3 - 4</p>
		Total = 17

Question	Answer	Mark & Assessment Objective
10. (a)	<p>Possible answers: Television - BBC, ITV, Virgin Cable TV. Radio - Radio 2. Classical Radio. Newspaper - The Mirror Times.</p> <p>Any appropriate answer.</p>	AO1 - 1
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Cool factor - Fashion magazines/TV programmes - Advertisements - repetition - Use of celebrities <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic with only 1 or 2 reasons. Little exemplification. List type answer.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons. Some exemplification.</p>	AO2 - 2 AO3 - 4 0 - 3 4 - 6
(c)	<p>Possible factors:</p> <ul style="list-style-type: none"> - age - gender - money - local facilities - transport. <p>Levels Marked</p> <p>Level 1 - Answers are likely to be basic with only 1 or 2 factors. Little or no discussion. Maximum of 3 for generic/list type answers.</p> <p>Level 2 - Answers are likely to be detailed and include at least 2 or 3 factors. Some discussion.</p>	AO1 - 2 AO3 - 4 0 - 3 4 - 6
		Total = 13

AO1 = 44
 AO2 = 26
 AO3 = 20



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