

GCSE MARKING SCHEME

LEISURE & TOURISM
SUMMER 2013

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 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.

	Page
Unit 2	1
Unit 4	8

GCSE LEISURE AND TOURISM

UNIT 2 - LEISURE AND TOURISM DESTINATIONS

MARK SCHEME - SUMMER 2013

SECTION A

Qı	uestion	Answer	Mark Allocation	Assessment Objective
1.	(a)	a. Rome e. Amsterdam	0-2	AO1 - 2
	(b)	 Cheaper flights offered by airlines such as easyJet. Short flights - less than 4 hours. Cheaper holiday packages than longhaul destinations. Tour operator/travel agent deals. People have more leisure time. People have more income. Any 2 appropriate answers. Permutations: 2 x 2 marks. 2 marks for a detailed answer. 1 mark for a basic answer.	0-4	AO2 - 4
			Total 6 marks	
2.	(a)	Thorpe Park. Bluestone National Park Resort.	0-2	AO1 - 2
	(b)	Levels marked	0-4	AO2 - 4
		Level 1 - answers are likely to be basic outlines and include only 1 or 2 reasons. Little or no link to a visitor type. Little or no reference to specific features. Little knowledge of the chosen attraction.	1-2	
		Level 2 - answers are likely to be detailed explanations and include at least two reasons. Some link to a visitor type. Clear reference to specific features. Some knowledge of the chosen attraction.	3-4	
			Total 6 marks	

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	a. Going on a mountain bike holiday.d. Rock climbing in the Alps.	0-2	AO1 - 2
(b)	 Possible answers: People are looking to try something different. People are more health conscious - activity type holidays. Tour operator marketing. People have more income. People have more leisure time/holidays. Levels marked Level 1 - answers are likely to be basic outlines and include only one or two reasons. Level 2 - answers are likely to be detailed outlines and include at least two reasons. 	0-4	AO2 - 4
(c)	 Possible answers: Environmental damage. Erosion of pathways. Beach erosion. Pollution - land, air, water. Damage to plant and animal habitats. Any other appropriate answer. Permutations: 1 x 2 marks. 1 mark for negative environmental impact. 1 mark for the explanation.	0-2	AO2 - 2
		Total 8 marks	

Question	Answer	Mark Allocation	Assessment Objective
4. (a)	Bear Hotel. Clifftop Bed and Breakfast.	0-2	AÓ1 - 2
(b)	Energy efficiency - C. Water efficiency - E. Waste management - D. Conserving wildlife - A.	0-4	AO - 4
(c)	Possible answers: To increase profits. To reduce costs. To attract more customers. To attract new customers (possibly with an interest in sustainable tourism). The hotel's sustainable tourism involvement is another marketing tool. Any other appropriate answer. Levels marked	0-4	AO3 - 4
	Level 1 - answers are likely to be basic explanations and include only one or two reasons.	1-2	
	Level 2 - answers are likely to be detailed explanations and include at least two reasons.	3-4	
		Total 10 marks	
	SECTION A - GRAND TOTAL	30 MARKS	

SECTION B

Question	Answer	Mark Allocation	Assessment Objective
5. (a)	 Possible answers: Heritage town/city - Bath; Chester; London; Ludlow. National Park - The Peak District; Snowdonia. Seaside Resort - Tenby; Brighton; Blackpool. Any two appropriate answers for each destination type. 	0-6	AO1 - 6
(b)	Possible answer: A domestic tourist is one that travels to a holiday destination within their own country, e.g. a family from Bristol going on holiday to North Wales. Permutations: 1x2 marks for a clear explanation. 1 mark for a clear explanation. 1 mark for an appropriate example.	0-2	AO1 - 2
(c)	Possible answers: They offer a range of activities. Swimming/bathing. Surfing. Beaches to sunbathe or play on. Headland walks. Wildlife - seals, birds. Geology - schools, colleges. Fun parks. Donkey rides. A wide range of accommodation. Short journey time for domestic tourists. Good accessibility. UK seaside resorts have an appeal to incoming tourists - quirky, different to Spain. Any other appropriate answers. Level 1 - answers are likely to be basic explanations with little or no exemplification. Level 2 - answers are likely to be detailed explanations and include some exemplification. Level 3 - answers are likely to be well developed and include clear exemplification.	0-8 1-3 4-6 7-8	AO2 - 8
	,	Total 16 marks	
		Total 16 marks	

Question	Answer	Mark Allocation	Assessment Objective
6. (a) (i)	Train - First Great Western. Coach - National Express. Plane - Emirates. Ferry - P&O	0-4	AO1 -4
(ii)	First Great Western. National Express.	0-2	AO1 - 2
(b)	Possible answers: Cost. Convenience. Availability. Comfort. Safety. Facilities. Journey time. Length of journey. Length of stay. Levels marked	0-4	AO1 - 4
	Level 1 - answers are likely to be basic with little or no explanation.	1-2	
	Level 2 - answers are likely to be detailed and include some explanation.	3-4	
(c)	 Possible answers: Plane - budget airlines - Ryanair, Flybe. Lower prices. Train - Eurostar - quick, comfortable. Ferry - frequent sailings (Dover/Calais), competitive prices, improved facilities (bars, restaurants, cabins). Cruise - Mediterranean destinations. Super accommodation and facilities. More affordable. Motorways throughout the UK and Europe. Bridges - Millau Bridge. Any other appropriate answer. Levels marked Level 1 - answers are likely to be basic with little mention of developments in methods of transport - one or two examples. 	1-3	AO1 - 3 AO3 - 3
	Level 2 - answers are likely to be detailed and include some explanation of developments of methods of transport - at least two examples.	4-6	
		Total 16 marks	

Ques	tion	Answer	Mark Allocation	Assessment Objective
7. (a)	Possible answers: New York Washington DC. Florida. California. Any three appropriate answers.	0-3	AÖ1 - 3
(b) (i)	Possible answers: Answers might include built, purpose-built and natural attractions. The attractions described should show an awareness of the destination chosen. No marks for incorrect destinations - long haul only. Levels marked	0-6	AO1 - 3 AO2 - 3
		Level 1 - answers are likely to be basic and include one or two attractions. Little or no link to different tourist types. Little knowledge of the chosen destination.	1-3	
		Level 2 - answers are likely to be detailed descriptions and include at least two attractions. Some link to different tourist types. Some knowledge of the chosen destination.	4-6	
		Possible answers:	0-6	AO3 - 6
(ii))	Climate - general climate (Mediterranean, tropical, temperate), sun hours, rain. Seasons - best time to go?		
		Location and accessibility - coastal, city, countryside? Choice of airports, seaports, train stations, motorway systems.		
		Levels marked		
		Level 1 - answers are likely to be basic and include little of the importance of climate; location and accessibility.	1-3	
		Level 2 - answers are likely to be detailed and include some reference to the importance of climate, location and accessibility.	4-6	
			Total 15 marks	

Question	Answer	Mark Allocation	Assessment Objective
8 . (a) (i)	Tokyo or Hong Kong.	0-1	AO1 - 1
(ii)	Sydney or Melbourne.	0-1	AO1 -1
(b)	Possible answers: Food festivals. Sporting events - Olympics. Beer/wine festivals. Book festival - Hay on Wye. Any appropriate answer.	0-1	AO2 - 1
(c) (i)	 Possible answers: Temporary jobs. Low paid jobs. The area is taken over by visitors. The local way of life is disrupted. Traffic problems for local people. Behavioural problems might deter other visitors 	0-4	AO2 -4
	Levels marked Level 1 - answers are likely to be basic and include only one or two positive economic impacts.	1-2	
	Level 2 - answers are likely to be detailed and include at least two positive economic impacts.	3-4	
(ii)	Possible answers: The temporary creation of jobs - accommodation providers, ticket booths, food outlets. A temporary increase in income/profit/wealth - accommodation providers, transport providers, other attractions. Multiplier effect - shops, supermarkets.	0-6	AO3 - 6
	Any other appropriate answers. Levels marked		
	Level 1 - answers are likely to be basic and include only one or two positive economic impacts. Little or no assessment. Little knowledge and understanding.	1-3	
	Level 2 - answers are likely to be detailed and include at least two positive economic impacts. Some assessment. Some knowledge and understanding.	4-6	
		Total 13 marks	
	SECTION B TOTAL	60 MARKS	

GCSE LEISURE AND TOURISM

UNIT 4 - CHOICE AND CHANGE IN LEISURE AND TOURISM

MARK SCHEME - SUMMER 2013

SECTION A

Qı	uestion	Answer	Mark Allocation	Assessment Objective
1.	(a)	Taking regular walks. Eating a balanced diet. Playing team sports.	0-3	AO1 - 2
	(b)	 Possible answers: Feel better. Live longer. Fewer illnesses. Lower insurance. Any 2 appropriate answers.	0-2	AO2 - 2
			Total 5 marks	
2.	(a)	Positive. Negative. Negative. Positive.	0-4	AO1 - 4
	(b)	Possible answers:	0-4	AO2 - 4
	(i)	Positive impacts: new investment in the area would mean more jobs and income which would improve the destinations way of life/standard of living. More facilities would improve the choice for the local people.	1-2	
	(ii)	Negative impacts: overcrowding and traffic problems would impact on the local people's way of life. House prices might rise which would make it difficult for young local people to buy a house. Permutations: 2 marks for a detailed answer. 1 mark for a basic answer.	1-2	
			Total 8 marks	

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	Possible answer:	0-1	AO1 -1
	A short break holiday usually lasts between 2 and 4 nights.		
	Any appropriate answer.		
(b)	Possible answers:	0-3	AO1 - 3
	Golfing weekend.Wine tasting break.Theatre break.Stag weekend.		
	Any three appropriate answers.		
(c)	c. Increased affluence. e. Tour operator packages.	0-2	AO1 - 2
(d)	Possible answers:	0-4	AO2 - 4
	 Quicker. Easier. More comfortable. Europe became accessible. More choice. Cheap flights - airlines such as Ryanair and easyJet. Eurostar. The Channel Tunnel. Motorways. Any appropriate answer.		
	Levels marked		
	Level 1 - answers are likely to be a basic description and include only one or two transport developments. Little knowledge or understanding.	1-2	
	Level 2 - answers are likely to be a detailed description and include at least two transport developments. Some knowledge and understanding.	3-4	
		Total 10 marks	

Question	Answer	Mark Allocation	Assessment Objective
4. (a)	a. Availability of transport.c. Income.e. Special Needs.	0-3	AO1 - 3
(b)	The level awarded will reflect the candidates knowledge of the area studied.	0-4	AO1 - 4
	Levels marked		
	Level 1 - answers are likely to be a basic explanation and include only one or two facilities.	1-2	
	Level 2 - answers are likely to be a detailed explanation and include at least three facilities (i.e. a range).	3-4	
		Total 7 marks	
	SECTION A TOTAL	30 MARKS	

SECTION B

Question	Answer	Mark Allocation	Assessment Objective
5. (a)	b. Staying in a local guest house.c. Exploring a National Park.d. Shopping at the local market.	0-3	AO1 -3
(b)	Possible answer:	0-2	AO1 - 2
	The image shows a sign which states eat local.		
	This encourages tourists to buy local products which is good for the local economy.		
(c) (i)	Possible answer:	0-4	AO1 - 4
	Typical answers are likely to include the project's aims and how they are being achieved.		
	Levels marked		
	Level 1 - answers are likely to be a basic description and include little or no knowledge of the chosen project.	1-2	
	Level 2 - answers are likely to be a detailed description and include some knowledge of the chosen project.	3-4	
(ii)	Possible answer:	0-4	AO3 - 4
	Typical answers are likely to evaluate the aims and achievements of the chosen project. Accept positive and/or negative comments.		
	Levels marked		
	Level 1 - answers are likely to be a basic evaluation of the chosen project.	1-2	
	Level 2 - answers are likely to be a detailed evaluation of the chosen project.	3-4	
		Total 13 marks	

Question	Answer	Mark Allocation	Assessment Objective
6. (a)	 Possible answers: Fax machines. Computers/PCs/Laptops. Mobile phones with the internet. Printers. Broadband. Any appropriate answer.	0-3	AO2 - 3
(b)	 Possible answers: The organisation would spend less on office space. Less office space is needed. The member of staff might be better motivated. The member of staff might be nearer to clients. Any appropriate answer. Permutations: 2 marks for a detailed answer. 1 mark for a basic answer.	0-2	AO3-2
(c)	 Possible answers: The employees would have more flexibility. The employees could build up hours and take more holidays. The employees could arrange their work around their leisure activities (normally vice versa). The employees might work longer hours and take less leisure time. Levels marked 	0-4	AO3 - 4
	Level 1 - answers are likely to be a basic discussion and include only one or two points. Level 2 - answers likely to be a detailed discussion and include at least two points.	1-2 3-4	
		Total 9 marks	

Question	Answer	Mark Allocation	Assessment Objective
7. (a)	False. True. True. True.	0-4	AO2 - 4
(b)	 Possible answers: It is likely to provide a safe area for birds/ wildlife. It will provide a safe area for plant life. The land is unlikely to be built on. The natural landscape is saved. Levels marked	0-4	AO3 - 4
	Level 1 - answers are likely to be a basic explanation and include only one reason.	1-2	
	Level 2 - answers are likely to be a detailed explanation and include two or more reasons.	3-4	
(c)	Possible answers: Answers are likely to focus on the negative impacts. Erosion of footpaths. Litter. Pollution - water, air. Traffic - congestion, parking. Beach erosion. Damage to plant/animal habitats. Levels marked	0-6	AO1 - 3 AO3 - 3
	Level 1 - answers are likely to be a basic description with one or two environmental impacts and little or no assessment. Little or no knowledge of the destination chosen. Level 2 - answers are likely to be a detailed description with at least two or three environmental impacts and some assessment. Some knowledge of the destination chosen.	1-3 4-6	
		Total 14 marks	

Question	Answer	Mark Allocation	Assessment Objective
8. (a)	 Possible answers: Newspapers. Magazines. Radio. TV. Internet. Only 1 mark for three names of different newspapers, magazines, etc. 	0-2	AO1 - 2
(b)	 Possible answers: TV holiday programmes with celebrities might influence a person's choice of holiday. Holiday/travel sections and articles might influence a person's choice of holiday. News items in the media (e.g. political problems in Egypt). Adverts of holiday destinations in the media - newspaper adverts, TV adverts. Special offers in the media - discounts, children go free. Adverts with celebrities promoting a hotel or resort. Levels marked	0-4	AO2 -4
	Level 1 - answers are likely to be a basic explanation and include only one or two reasons. Level 2 - answers are likely to be a detailed	1-2 3-4	
	explanation and include at least two reasons.	.	
(c)	 Possible answers: By promoting products/organisations such as mobile phone networks, catering outlets and exercise equipment. By taking part in different leisure activities. Teenagers might see this in magazines or on the internet. By listening to radio interviews. By logging onto Twitter and You Tube. 	0-4	AO3 - 4
	Levels marked Level 1 - answers are likely to be a basic discussion and include only one or two reasons. Little or no exemplification.	1-2	
	Level 2 - answers are likely to be a detailed discussion and include at least two reasons. Some exemplification. Full marks for a balanced discussion.	3-4	

Question	Answer	Mark Allocation	Assessment Objective
(d)	Possible answers:	0-6	AO1 -3
	 HD/Flat screen TVs. ipods - music/audio systems. DAB radios. PCs/laptops. ipads. Kindles. Smart/android phones. Nintendo DS. Wii. 		AO2 - 3
	Levels marked		
	Level 1 - answers are likely to be a basic description and include only one or two media technology.	1-3	
	Level 2 - answers are likely to be a detailed description and include at least two media technology developments. Some exemplification.	4-6	
		Total 16 marks	

Question	Answer	Mark Allocation	Assessment Objective
9. (a)	Possible answers:	0-2	AO1 - 2
	 Single parent. Extended family. Nuclear family. Step family. Married parents. Cohabiting parents. Any appropriate answer.		
(b)	Possible answers:	0-6	AO2 - 3
(0)	Single parent - time problems. Baby-sitter needed. Cost. Free crèche provided?	0-0	AO3 - 3
	Family - family commitments. Requirement to take part in leisure activities. Possibly more support, e.g. car/transport available. Wider choice of leisure activities.		
	Extended family - possible further support / choice from grandparents.		
	Step family - possible further support / choice from two groups of 'parents'.		
	Levels marked		
	Level 1 - answers are likely to be basic and include only one or two examples. Only one family structure has been considered.	1-3	
	Level 2 - answers are likely to be a detailed description and include at least two examples. At least two family structures have been considered.	4-6	
		Total 8 marks	
	SECTION B TOTAL	60 MARKS	



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