

# **GCSE MARKING SCHEME**

LEISURE AND TOURISM

2015

#### **INTRODUCTION**

The marking schemes which follow were those used by WJEC for the Summer 2015 examination in GCSE LEISURE AND 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 AND TOURISM**

# **UNIT 2 - LEISURE AND TOURISM DESTINATIONS**

#### **MARK SCHEME - SUMMER 2015**

### **SECTION A**

Question	Answer	Mark Allocation	Assessment Objective
<b>1.</b> (a)	Possible answers:	0 - 2	AO1 - 2
	Pembroke Castle. St. Paul's Cathedral. Stonehenge. Roman Baths. National Portrait Gallery. The British Museum.  1 mark for each appropriate answer.		
	No marks for heritage / cultural destination such as Bath.		
(b) (i)	Answers	0 - 2	AO1 - 2
	<ul><li>a. Eating traditional food</li><li>d. A battlefields tour</li></ul>		
(ii)	Possible answers:	0 - 2	AO1 - 2
	Visiting monastery. Visiting an art gallery. A castle tour of Wales. A guided tour of The Colosseum, Rome.  Any 2 appropriate answers		
(c)	Possible answers:	0 - 4	AO2 - 4
	<ul> <li>Secondary schools, colleges and universities like to visit cultural / heritage attractions as it can help their students understand more about art and history and may help with their exams / dissertations.</li> <li>Junior schools might like to visit cultural / heritage attractions as the visit might enthuse the pupils for a project they might be starting.</li> </ul>		
	Levels marked		
	<b>Level 1 -</b> a basic explanation with only one reason. Little knowledge and understanding. List type answer.	1 - 2	
	<b>Level 2 -</b> a detailed explanation including at least 2 reasons. Some knowledge and understanding.	3 - 4	
	Total marks	10	

Question	Answer	Mark allocation	Assessment objective
<b>2.</b> (a)	Possible answer:	0 - 4	AO2 - 4
	A couple from London would like to visit tourism destinations in North and South Wales.		
	Best method of transport: Coach or car. Reason: As the journey is quite long the coach would provide a more relaxing and less tiring choice.		
	A car would allow the flexibility to visit destinations in Wales at their own pace.		
	A family visiting London who want to see as much of the city as possible in one day. Best method of transport: Sightseeing bus or underground. Reason: The bus would travel around London so that the family would see the major attractions and also have an on-board commentary.		
	The underground would provide a quick and affordable way to travel around London, especially if an Oyster card / day ticket was purchased.		
	Permutations: 2 x 2 marks. 1 mark for an appropriate method of transport and 1 mark for a clear reason.		
(b)	Possible answers:	0 - 4	AO3 - 4
	Transport development can:		
	<ul> <li>Attract more visitors</li> <li>Ease traffic related problems</li> <li>Reduce transport related pollution</li> <li>Reduce journey times</li> <li>Make journeys safer.</li> </ul>		
	Named examples:		
	<ul> <li>Severn Bridge</li> <li>M4. M5</li> <li>Heathrow Terminal 5</li> <li>Regional airports - Southampton, Bristol.</li> </ul>		
	Levels marked		
	<b>Level 1 -</b> a basic explanation with only 1 or 2 reasons and little or no exemplification. Little knowledge and understanding. List type answer.	1 - 2	
	Level 2 - a detailed explanation with at least 2 reasons and some exemplification. Some knowledge and understanding	3 - 4	
	Total marks	8	

Question	Answer	Mark allocation	Assessment
<b>3.</b> (a)	Answers: All inclusive holidays:  Flight / transpor.t. Accommodation Transfers. Excursions. Some activities. Entertainment. All meals. Most drinks/.  Any 2 appropriate answers.	0 - 2	AO1 - 2
(1.)	Answers:	0 - 2	AO1 - 2
(b)	Spanish costas. Benidorm. The Algarve. Portugal. Cyprus. Bay of Naples.  Any 2 appropriate answers	0-2	A01-2
(c)	Possible answers:	0 - 4	AO2 - 4
	<ul> <li>One advantage package holidays offer is the financial protection against a tour operator or travel agent going bankrupt.</li> <li>A second advantage is that tour operators have a responsibility to ensure the safety of their customers with advice and action if things go wrong.</li> <li>High street travel agent advice</li> <li>Cheap deals offered by online travel agents</li> <li>Special offers by websites such as Travelzoo and Groupon.</li> <li>Permutations: 2 x 2 marks. 1 mark for an appropriate advantage and 1 mark for a clear explanation. No marks for all-inclusive answers.</li> </ul>		

Question	Answer	Mark allocation	Assessment
(d)	Possible answers:	0 - 4	AO3 - 4
	<ul> <li>Threat to the local language</li> <li>Threat to local traditions / culture - food, drink, music.</li> <li>Overcrowding.</li> <li>Displacement.</li> <li>Increase in traffic related problems.</li> <li>Seasonal jobs.</li> <li>Environmental impacts such as litter, noise pollution and sand displacement.</li> </ul>		
	Levels marked		
	Level 1 - a basic answer with little or no assessment. Only 1 or 2 negative impacts. Little knowledge and understanding. List type answer.	1 - 2	
	Level 2 - a detailed answer with some assessment. At least 2 negative impacts. Some knowledge and understanding.	3 - 4	
	Total marks	12	
	TOTAL SECTION A	30	

Question	Answer	Mark allocation	Assessment
<b>4.</b> (a)	Answers:  Formula 1 Grand Prix in Belgium - No The New York Marathon - Yes The Italian Tennis Open in Rome - No The Winter Olympics in South Korea - Yes	0 - 4	AO1 - 4
(b)	Possible answers:  Twickenham. Wimbledon. Lord's Cricket Ground. Wembley. Any premier League stadium. Millennium Stadium.  Any 2 appropriate answers.	0 - 2	AO1 - 2
(c)	Possible answers: Economic:  Creation of wealth for host destinations Increase in profits for leisure and tourism organisations such as hotels and attractions Increase in job opportunities in leisure and tourism organisations Increase in income for people resulting from jobs  Multiplier effect on non-leisure and tourism businesses such as hire car companies and stores Attracts further investment.  Environmental Regeneration of a destination Enhancement of a destination.  Levels marked	0 - 6	AO1 - 3 AO2 - 3
	Level 1 - a basic outline including only 1 or 2 positive impacts. Little knowledge and understanding. List type answer.  Level 2 - a detailed outline including at least 2 positive impacts. To gain 5 or 6 marks the outline must include both positive economic and environmental impacts. Some knowledge and understanding.	1 - 3 4 - 6	
	Total marks	12	

Question	Answer	Mark allocation	Assessment
<b>5.</b> (a)	Possible answers:	0 - 3	AO2 - 3
	<ul> <li>Long haul holidays have become cheaper</li> <li>Long haul holidays have become more affordable as personal incomes have increased</li> <li>There is a wider range of tourism destinations now accessible</li> <li>Air transport has improved - quicker, more comfort</li> <li>People are more confident to arrange their own independent holiday</li> <li>Families visiting friends and relatives.</li> </ul>		
	Any 3 appropriate reasons		
(b)	Possible answers:	0 - 4	AO3 - 4
	The importance may depend on the long haul destination chosen e.g. city or coastal.		
	<ul> <li>It is the main reason why UK visitors might visit Mexico or similar</li> <li>A warm climate provides more outdoor options such as sunbathing and hiking</li> <li>The majority of UK visitors might visit during a particular time of year</li> <li>Heavy rainfall might deter visits to places such as India and Vietnam during certain months.</li> </ul>		
	Levels marked		
	<b>Level 1 -</b> a basic answer with little or no assessment. Little knowledge and understanding of the chosen destination. Generic / List type answer.	1 - 2	
	Level 2 - a detailed answer with some assessment. Some knowledge and understanding of the chosen destination.	3-4	
(c)	Possible answers:	0 - 6	
	The answer will depend on the destination chosen.  Permutations: 3 x 2 marks. 1 mark for an appropriate visitor type and 1 mark for a clear		
	explanation.		
	Total marks	13	

Question	Answer	Mark allocation	Assessment
<b>6.</b> (a) (i)	Answers	0 - 4	AO2 - 4
	True. False. False. True.		
	1 mark for each correct answer.		
(ii)	Possible answers:	0 - 2	AO1 - 2
	Trade fairs. Exhibitions. Conventions. Conferences. Incentive travel.		
	Any 2 appropriate answers.		
(iii)	Possible answers:	0 - 4	AO2 - 4
	<ul> <li>Many business people travel alone whereas leisure travellers are more likely to travel in groups.</li> <li>The business person is more likely to focus on work whereas the leisure traveller will be seeking to enjoy the scenery and attractions.</li> </ul>		
	More business travel takes place during the week whereas leisure travel is often at weekends (or for a week or two).		
	Permutations: 2 x 2 marks. 1 mark for an appropriate difference and 1 mark for a clear explanation.		
(b)	Possible answers:	0 - 6	AO1 - 3 AO2 - 3
	<ul> <li>Creates jobs and in the events industry. E.g. conferences.</li> <li>Creates jobs in accommodation and transport providers.</li> <li>Creates income for host destinations and people employed.</li> <li>Creates wealth / profits for a range of leisure and tourism sectors such as transport, accommodation and catering.</li> <li>Contributes to the UK's balance of payment.</li> <li>Increase foreign exchange earnings.</li> </ul>		
	Levels marked		
	<b>Level 1 -</b> a basic explanation with only 1 or 2 reasons. Little knowledge and understanding. List type answer.	1 - 3	
	<b>Level 2 -</b> a detailed explanation with at least 2 reasons. Some knowledge and understanding. To gain 5/6 marks the explanation must be balanced.	4 - 6	
	Total marks	16	

Question	Answer	Mark allocation	Assessment
<b>Q.7</b> (a)	Answers:  a. The Mediterranean Sea	0 - 3	AO1 - 3
	f. The Canary Islands g. Skye and the Hebrides		
(b)	Possible Answers:  Cunard. P & O. Thomsons. Fred Olsen. Viking.	0 - 2	AO1 - 2
	Thomas Cook. Royal Caribbean.		
(c)	Any 2 appropriate answers.  Possible answers:	0 - 4	AO2 - 4
	<ul> <li>More affordable / cheaper</li> <li>Shorter journey time - flights, cruise</li> <li>Shorter holiday period - 1 week instead of 2 or 3.</li> <li>Familiarity with destinations.</li> </ul> Permutations: 2 x 2 marks. 1 mark for an appropriate advantage and 1 mark for a clear explanation.		
(d)	Possible answers:	0 - 6	AO3 - 6
	Over 55s - relaxing along with entertainment such as musicals. Activities such as cooking lessons.  Culture vultures - visiting historic / cultural destinations such as Venice, St. Petersburg and Barcelona. Guest speakers on a range of topics.		
	Families - activities and entertainment. e.g. film nights, children's club, swimming pools, climbing wall.		
	Couples - romantic or honeymoons. Spa facilities, gourmet dining, luxurious cabins.		
	Levels marked		
	<b>Level 1 -</b> a basic answer with little or no assessment. Only 1 or 2 types of tourist. Little knowledge and understanding. List type answer.	1 - 3	
	<b>Level 2 -</b> a detailed answer with some assessment. At least 2 or 3 different types of tourist. Some knowledge and understanding.	4 - 6	

Question	Answer	Mark allocation	Assessment
(e)	Possible answers:  Water / sewage pollution - discharge or waste - impact on the marine environment - plants and	0 - 4	AO2 - 2 AO3 - 2
	animals. Oil pollution - impact on the marine environment plants and animals. Air pollution - greenhouse gas emissions. Sound pollution - impacts on animals and their communication. Collisions - notably with whales. Buildings - impact of huge waves caused by the ships in small harbour areas such as Venice.		
	Levels marked		
	<b>Level 1 -</b> a basic outline with only 1 or 2 negative environmental impacts. Little knowledge and understanding. List type answer.	1 - 2	
	<b>Level 2 -</b> a detailed outline with at least 2 or 3 negative environmental impacts. Some knowledge and understanding.	3 - 4	
	Total marks	19	
	TOTAL SECTION B	60	

### **GCSE LEISURE & TOURISM UNIT 4**

## **CHOICE AND CHANGE IN LEISURE AND TOURISM**

#### **MARK SCHEME SUMMER 2015**

### **SECTION A**

Question	Answer	Mark allocation	Assessment objective
<b>1.</b> (a)	Answers:  b. Cycling to work. e. Employing a personal fitness trainer.	0 - 2	A01- 2
(b)	Possible answers:  - People are more likely to choose more active leisure activities. E.g. swimming rather than darts.  - Families might opt for an activity centred holiday rather than a beach type holiday.  - People might opt for a catering facility offering organic / vegetarian food rather than a fast food outlet.  Permutation: 2 x 2 marks 1 mark for a valid	0 - 4	A01 - 4
	suggestion and 1 mark for as clear outline.  Total marks	6	
<b>2</b> (a)	Possible answers:	0 - 3	A01 - 3
	Conference room. Meeting rooms. Screen. projector. Computer. Stationery. Refreshments.  Any 3 appropriate answers.		7.01 0
(b)	Possible answers:  - To retain present customers.  - To attract new customers.  - To maintain income / profits.  - To complete with other leisure and tourism organisations.  Permutations: 2 x 2 marks. 1 mark for an appropriate reason and 1 mark for a clear answer.	0 - 4	A01 - 2 A02 - 2
	Total marks	7	

Question	Answer	Mark allocation	Assessment objective
<b>3</b> (a)	Answers: Reducing water usage. Increase the use of renewable energy. Planting millions of trees.	0 - 3	A01 - 3
(b)	Possible answers:  Using renewable energy such as solar panels might reduce energy bills.  Reducing water usage might save money.  The sustainable tourism program might attract new types of customers.  The planet 21 program might increase profit / income.  Initial investment would be costly.  Profits could be reduced in the short term.	0 - 6	A02 - 6
	Levels marked  Level 1 - outlines are likely to be basic and include only 1 or 2 economic impacts. Little knowledge and understanding. List type answer.	1 - 3	
	<b>Level 2 -</b> outlines are likely to be detailed and include at least 2 or 3 economic impacts. Some knowledge and understanding.	4 - 6	
	Total marks	9	
<b>4.</b> (a)	Answers: True. True. False. False.	0 - 4	A01 - 4
(b)	Possible answers: Trends and fashions - iPhones, Extreme sports, Social media. Influence of family and friends - family activities / expectations, peer group pressure.  Permutations: 2 x 2 marks. 1 mark for a basic answer. 2 marks for a clear answer with some assessment.	0 - 4	A03 - 4
	Total marks	8	
	TOTAL MARKS FOR SECTION A	30	

### **SECTION B**

Question	Answer	Mark allocation	Assessment objective
<b>5.</b> (a)	Possible answers:	0 - 5	A01 - 2
	The range of leisure activities will depend on the tourism destination chosen.  - Walking.  - Skiing.  - Cycling.  - Photography.  - Bird watching.  - Wine tasting.  - Golf.  - Fishing.		A03 - 3
	Levels marked		
	<b>Level 1 -</b> descriptions are likely to be basic and include little exemplification. Little knowledge and understanding. Generic / list type answer.	1 - 2	
	<b>Level 2 -</b> descriptions are likely to be detailed and include some exemplification. Some knowledge and understanding.	3 - 5	
	No marks for UK destinations.		
(b)	Possible answers: Economic - income / wealth, jobs, investment, multiplier effect. Environmental - regeneration, conservation. Social - improved facilities.	0 - 8	A01 - 3 A03 - 5
	Levels marked		
	Level 1 - answers are likely to be basic and include little exemplification. Little assessment. Little knowledge and understanding. generic / list type answer.	1 - 3	
	<b>Level 2 -</b> answers are likely to be detailed and include some exemplification. Some assessment. Some knowledge and understanding.	4 - 6	
	Level 3 - answers are likely to be well developed and include clear exemplification. Clear assessment. Clear knowledge and understanding.	7 - 8	
	Marks can be awarded for UK destinations.		
	Total marks	13	

Question	Answer	Mark	Assessment
<b>6.</b> (a)	Possible answers:	allocation 0 - 4	objective A01 - 4
<b>0.</b> (a)	Loss of habitats.	0 4	7.01 4
	<ul><li>Deforestation.</li></ul>		
	<ul><li>Increase in litter.</li></ul>		
	<ul> <li>Pollution - CO2 emissions, noise.</li> </ul>		
	<ul> <li>Erosion of footpaths.</li> </ul>		
	<ul> <li>Sand loss on beaches.</li> </ul>		
	<ul> <li>Wear and tear to heritage attractions</li> </ul>		
	Any 4 appropriate examples.		
(b) (i)	The explanation will depend on the project chosen.	0 - 4	A02 - 4
	cnosen.		
	Levels marked		
	Lovolo markod		
	Level 1 - explanations are likely to be basic and	1 - 2	
	include little exemplification. Little knowledge and		
	understanding. Generic / list type answer.		
	<b>Level 2 -</b> explanations are likely to be detailed	3 - 4	
	and include some exemplification. Some knowledge and understanding.		
	knowledge and driderstanding.		
	No marks for non- UK project.		
(ii)	The evaluation will depend on the project	0 - 4	A03 - 4
	chosen.		
	Levels marked		
	Levels marked		
	Level 1 - answers are likely to be basic. Little	1 - 2	
	evaluation. Little knowledge and understanding.		
	List type answer.		
	<b>Level 2 -</b> answers are likely to be detailed. Some	3 - 4	
	evaluation. Some knowledge and understanding.		
	Marks to be awarded for non-UK answers.		
	Total marks	12	

Question	Answer	Mark allocation	Assessment objective
<b>7.</b> (a)	Possible answers: Motorway - M4. M25. M6. Bridge - Severn. Menai. Humber. Airport - Heathrow. Bristol. Train station - St. Pancras. Manchester Piccadilly. Euston. Ferry port - Dover. Fishguard. Harwich.  Any 5 appropriate answers - major UK	0 - 5	A01 - 5
	examples only.		
(b)	Possible answers: Shorter journey times - bridges, motorways. aircraft to long haul destinations. Comfort - aircraft are more comfortable - legroom, personal entertainment screens, business class. New aircraft such as the A380. Cost - competition has reduced costs. E.g. Ryanair. Cruise ships - increasingly popular with a wide range of facilities and destinations.	0 - 6	A02 - 6
	Levels marked		
	<b>Level 1 -</b> explanations are likely to be basic and include little exemplification. Little knowledge and understanding. List type answer.	1 - 3	
	<b>Level 2 -</b> explanations are likely to be detailed and include some exemplification. Some knowledge and understanding.	4 - 6	
(c)	Possible answers: The answers will depend on the factors chosen.		
	Permutations: 3 x 2 marks. 1 mark for a basic answer. 2 marks for clear answer.		
	Total marks	17	

Question	Answer	Mark	Assessment
		allocation	objective
<b>8.</b> (a)	Possible answers:	0 - 4	A01 - 4
	Food / nutrition. Health awareness.		
	Hygiene.		
	Improved technology - medical. Entertainment.		
	Ability to combat disease.		
	Permutations: 2 x 2 marks. 1 mark for an		
	appropriate reason and 1 mark for clear development.		
(b) (i)	Possible answers:	0 - 4	A02 - 4
	<ul> <li>SAGA holidays.</li> </ul>		
	<ul> <li>Holidays targeted at the over 50s.</li> </ul>		
	<ul><li>Adult only cruises.</li><li>Low season breaks.</li></ul>		
	<ul><li>Low season breaks.</li><li>Specialist travel insurance.</li></ul>		
	Levels marked		
	Level 1 - explanations are likely to be basic and	1 - 2	
	include little exemplification. Little knowledge and		
	understanding. List type answer.		
	Level 2 - explanations are likely to be detailed	3 - 4	
	and include some exemplification. Some	<b>5</b> 4	
	knowledge and understanding.		
(ii)	Possible answers:	0 - 4	A02 - 4
	<ul> <li>Over 50s exercise classes - school time</li> </ul>		
	sessions. Pilates. Badminton.		
	- Cardiac classes.		
	Learning for leisure.  Special offers		
	<ul><li>Special offers.</li></ul>		
	Levels marked		
	Level 1 - explanations are likely to be basic and	1 - 2	
	include little exemplification. Little knowledge and	_	
	understanding. List type answer.		
	Level 2 - explanations are likely to be detailed	3 - 4	
	and include some exemplification. Some		
	knowledge and understanding.		

Question	Answer	Mark allocation	Assessment objective
(c)	Possible answers:	0 - 6	A01 - 2
	Single parent - may opt for leisure organisations		A03 - 4
	which offer a crèche. Help provided by family /		
	friends. More difficult for single parents.		
	Nuclear - possibly more choice for children with		
	two adults / parents . More family activities.		
	Nomadic - travellers - Parents / adults who do		
	not have a permanent home.		
	<b>Level 1 -</b> explanations are likely to be basic and include little exemplification. Little knowledge and understanding. List type answer.	1 - 3	
	<b>Level 2 -</b> explanations are likely to be detailed and include some exemplification. Some knowledge and understanding.	4 - 6	
	Total marks	18	

GCSE LEISURE AND TOURISM MS - SUMMER 2015



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