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# **GCSE MARKING SCHEME**

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**JANUARY 2016**

**LEISURE & TOURISM – UNIT 2  
4762/01**

## **INTRODUCTION**

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was 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 conference was to ensure that the marking scheme was 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' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

**GCSE LEISURE & TOURISM – UNIT 2**  
**LEISURE AND TOURISM DESTINATIONS**  
**MARK SCHEME – JANUARY 2016**  
**SECTION A**

Question	Answer	Mark allocation	Assessment objective
<b>1. (a)</b>	<p><b>Answers:</b></p> <p>True. False. True. False.</p> <p><b>1 mark for each correct answer.</b></p>	0 – 4	AO1 – 4
<b>(b)</b>	<p><b>Possible reasons:</b></p> <ul style="list-style-type: none"> <li>- People like to pursue their interests / hobbies.</li> <li>- Some people prefer active holidays.</li> <li>- Healthy lifestyle.</li> <li>- Environmental awareness.</li> <li>- Working people now have more holidays which means that they have more time to pursue their interests.</li> <li>- Affordable – people have more disposable income.</li> </ul> <p><b>Permutation: 1 mark for a basic explanation and 1 mark for a clear explanation.</b></p>	0 – 2	AO2 – 2
		<b>Total 6 marks</b>	

Question	Answer	Mark allocation	Assessment objective
2. (a)	<p><b>Answers:</b></p> <p>c. Toronto. d. Hong Kong.</p> <p><b>1 mark for each correct answer.</b></p>	0 – 2	AO1 – 2
(b)	<p><b>Possible answers:</b></p> <p>Manchester. Bath. Bristol. London. Newcastle. Liverpool.</p> <p><b>Any 2 major cities from England.</b></p>	0 – 2	AO1 – 2
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Families will find plenty to do in cities. E.g. visiting museums, shows and attractions.</li> <li>- Some attractions are free. E.g. museums, parks.</li> <li>- There is a range of accommodation at affordable prices for families.</li> </ul> <p><b>Permutation: 1 mark for an appropriate reason and 1 mark for a clear explanation.</b></p>	0 – 2	AO2 – 2
(d)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Business people spend on accommodation providers.</li> <li>- Business people spend money on transport within a city.</li> <li>- Business people spend money in their leisure time. E.g. restaurants, bars and attractions.</li> <li>- Business people spend money at trade fairs, conferences etc.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic description with only 1 or 2 examples. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a clear description with at least 2 examples. Some knowledge and understanding.</p>	<p>0 – 4</p> <p>1 – 2</p> <p>3 – 4</p>	AO3 – 4
		<b>Total 10 marks</b>	





Question	Answer	Mark allocation	Assessment objective
5. (a)	<p><b>Possible answers:</b></p> <p>The answer will depend on the chosen short haul tourism destination.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic outline with only 1 or 2 named attractions, events or facilities. Little knowledge and understanding. Generic / list type answer.</p> <p><b>Level 2</b> – a detailed outline with at least 2 or 3 named attractions, events and facilities. Some knowledge of the chosen destination.</p> <p><b>Level 3</b> – a well-developed outline with at least 4 named attractions, events and facilities. Clear knowledge of the chosen destination.</p> <p><b>No marks for long haul tourism destinations.</b></p>	<p>0 – 8</p> <p>1 – 3</p> <p>4 – 6</p> <p>7 – 8</p>	<p>AO1 – 4</p> <p>AO2 – 4</p>
(b)	<p><b>Possible factors:</b></p> <ul style="list-style-type: none"> <li>- Cost.</li> <li>- Convenience.</li> <li>- Availability.</li> <li>- Comfort.</li> <li>- Safety.</li> <li>- Weather.</li> <li>- Journey time.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic discussion with only 1 or 2 factors. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a detailed discussion with at least 2 or 3 factors. Some knowledge and understanding.</p>	<p>0 – 6</p> <p>1 – 3</p> <p>4 – 6</p>	<p>AO1 – 3</p> <p>AO2 – 3</p>
		<b>Total 14 marks</b>	

Question	Answer	Mark allocation	Assessment objective
6. (a)	<p><b>Possible answers:</b></p> <p>Twitter. Weibo. Youtube. Facebook. Pinterest. Flickr. Instagram.</p> <p><b>1 mark for each correct answer.</b></p>	0 – 2	AO1 – 2
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Images / photographs</li> <li>- Text / information.</li> <li>- Social media websites</li> <li>- Maps.</li> <li>- Contact us.</li> <li>- Transport options.</li> <li>- What to do - Attractions. Events. Activities.</li> <li>- When best to visit.</li> <li>- Special offers.</li> <li>- Reviews.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic discussion with only 1 or 2 ways in which websites are used by tourism destinations. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a detailed discussion with at least 2 or 3 ways in which websites are used by tourism destinations. Some knowledge and understanding.</p>	<p>0 – 6</p> <p>1 – 3</p> <p>4 – 6</p>	AO2 – 6
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Brochures.</li> <li>- Leaflets.</li> <li>- Trade fairs.</li> <li>- TV – adverts and programmes.</li> <li>- Radio.</li> <li>- Newspaper / magazine adverts.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic outline with only 1 or 2 examples. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a clear detailed with at least 2 or 3 examples. Some knowledge and understanding.</p>	<p>0 – 4</p> <p>1 – 2</p> <p>3 – 4</p>	AO2 – 4



Question	Answer	Mark allocation	Assessment objective
(d)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- To compete with other destinations.</li> <li>- To raise awareness.</li> <li>- To attract visitors.</li> <li>- Economic reasons such as jobs and income.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic explanation with only 1 or 2 reasons. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a detailed explanation with at least 2 or 3 reasons. Some knowledge and understanding.</p>	0 – 4	AO3 – 4
		<b>Total 16 marks</b>	

Question	Answer	Mark allocation	Assessment objective
7. (a)	<p><b>Answers:</b></p> <p>Dartmoor.  Broads.  Lake District.  New Forest.  Northumberland.  North York Moors  Peak District.  South Downs.  Yorkshire Dales.  Snowdonia.  Pembrokeshire Coast Path.</p> <p><b>Any 2 correct answers.</b></p>	0 – 2	AO1 – 2
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Walking.</li> <li>- Cycling.</li> <li>- Fishing.</li> <li>- Photography.</li> <li>- Visiting heritage / cultural sites.</li> <li>- Visiting local towns and villages.</li> <li>- Pubs / restaurants.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic outline with only 1 or 2 activities. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a detailed outline with at least 2 or 3 activities. Some knowledge and understanding.</p>	<p>0 – 4</p> <p>1 – 2</p> <p>3 – 4</p>	<p>AO1 – 2</p> <p>AO2 – 2</p>
(c)	<p><b>Possible answers:</b></p> <p><b>Social</b> – less traffic related problems for local people. E.g. congestion, speeding, accidents and parking. Creates jobs.</p> <p><b>Environmental</b> – less air and noise pollution. Fewer accidents with wildlife. Less disturbance of wildlife.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic description with only 1 or 2 positive environmental / social impacts. Little or no assessment. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a detailed description with at least 2 or 3 positive impacts. Some assessment. Some knowledge and understanding. Environmental and social impacts needed for 5/6 marks.</p>	<p>0 – 6</p> <p>1 – 3</p> <p>4 – 6</p>	<p>AO1 – 3</p> <p>AO3 – 3</p>
		<b>Total 12 marks</b>	

Question	Answer	Mark allocation	Assessment objective
8. (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Destruction of farmland.</li> <li>- Destruction of wildlife habitats.</li> <li>- Destruction of archaeological sites.</li> <li>- Destruction of plant life.</li> <li>- Traffic pollution – air and noise.</li> <li>- Negative visual impact.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic answer with only 1 or 2 negative environmental impacts. Little or no assessment. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a detailed answer with at least 2 or 3 negative environmental impacts. Some assessment. Some knowledge and understanding.</p>	<p>0 – 4</p> <p>1 – 3</p> <p>4 – 6</p>	<p>AO1 – 2</p> <p>AO3 – 4</p>
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- More visitors = more income = more jobs. E.g. hotels, attractions.</li> <li>- Increased investment in the area. E.g. hotels, attractions, activities = more wealth and jobs.</li> <li>- Increase in business tourism which could create more wealth and jobs. E.g. meetings, conferences, trade fairs.</li> <li>- Multiplier effect.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> – a basic answer with only 1 or 2 positive economic impacts on tourism businesses. Little or no assessment. Little knowledge and understanding. List type answer.</p> <p><b>Level 2</b> – a detailed answer with at least 2 or 3 positive economic impacts on tourism businesses. Some assessment. Some knowledge and understanding.</p>	<p>0 – 6</p> <p>1 – 3</p> <p>4 – 6</p>	<p>AO1 – 2</p> <p>AO3 – 4</p>
		<b>Total 12 marks</b>	
	<b>Total for Section B 60 marks</b>		