General Certificate of Secondary Education
2023

Leisure, Travel and Tourism

Unit 2

Promoting and Sustaining the Leisure, Travel and Tourism Industry

[GLE21]

WEDNESDAY 21 JUNE, AFTERNOON

MARK SCHEME

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses. The mark schemes should be read in conjunction with these general marking instructions.

Assessment Objectives
Below are the assessment objectives for GCSE Leisure, Travel and Tourism.

Candidates must show they are able to:

AO1   recall, select and communicate their knowledge and understanding of a range of contexts;
AO2   apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks; and
AO3   analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions.

Quality of candidate's responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions.

Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance**: Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance**: Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance**: Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Marking calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within level of response as follows:

Level 1: Quality of written communication is limited.
Level 2: Quality of written communication is satisfactory.
Level 3: Quality of written communication is of a high standard.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Limited): The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (High standard): The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

1 **(a)** Define the term **target marketing**.

Award [1] mark for a basic definition,
e.g. It is an effective way to promote a product to people.

Award [2] marks for a sound definition,
e.g. It is an effective way to promote the right product to the right people in
order to improve business. [2]

(b) The term marketing mix is referred to as the 4Ps. One of these is price.
Identify and describe the other **3Ps**.

Product – the goods and services that an organisation offers;
Place – the location of products and services;
Promotion – how organisations encourage people to buy their products and
services (what is used to advertise).

Award [1] mark for correct identification of P and award [1] mark for correct
description. [6]

(c) Identify **three** main pricing strategies used by leisure, travel and tourism
organisations.

Any **three** of:
- Seasonal pricing
- Competitive pricing
- Profitability
- Peak and off-peak
- Low season/high season
- Group discounts/special discounts [3]

(d) Describe **two** reasons why a leisure, travel or tourism organisation will adapt
their objectives.

Reasons
- To maintain profitability
- To increase profitability
- To increase customer participation
- To retain their market share
- To address the needs of the local community
- To address social deprivation.
- Attract new customers
- Improve image
- Reach new audience

For each reason;
Award [0] for an answer not worthy of credit.

Award [1] mark for a basic description,
e.g. To increase profitability
e.g. To address the needs of the local community

Award [2] marks for a limited description,
e.g. To increase profitability by offering special deals
e.g. To address the needs of the local community by providing new products
and services

Award [3] marks for a detailed description,
e.g. To maintain profitability by offering special deals which will encourage more customers to use their organisation
e.g. To address the needs of the local community by providing new products and services which will reflect the changes in customer requirements.
(2 × [3]) [6]

(e) Discuss how the following **organisational objectives** in the private, public and voluntary sectors may differ.

Increasing profits
- Private to increase its returns to the organisation and investors
- Public to maintain its business to offer facilities to the local community
- Voluntary to use profits to maintain and conserve

Increasing market share
- Private to increase their business by attracting customers away from other similar businesses
- Public to attract and support the local community and allow them returns on the rates they pay
- Voluntary to gain the interest of people in the work they do, such as conservation and running activities for the benefit of the community

Raising awareness
- Private to promote their own business in order to gain an advantage over their competitors
- Public to promote the products and services they offer to the local area
- Voluntary to promote how their organisation will work to engage people and conserve for the future

Award [0] for an answer not worthy of credit.

Award [1] mark for a basic discussion,
e.g. Private organisations want to get profits and public and voluntary organisations just want to maintain their business.

Award [2] marks for a limited discussion,
e.g. Private organisations main aim is to make profits for the owners while the public and voluntary organisations just want to use the profits to maintain their business by investing any profits back into the business.

Award [3] marks for a detailed discussion,
e.g. Private organisations have the main aim of making profits for the owners and investors with some profits being used to improve the business, whereas public organisations although wishing to make some profits their main aim is to use these to reinvest in their facilities for the good of the local community. Voluntary organisations will use their profits to reinvest in their organisation to enable them to continue to offer products and services and maintain and conserve their organisation.
(3 × [3]) [9]

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2 **(a)** Organisations will use planning steps to ensure a promotional activity is effective.

Place the following steps in the correct order by **inserting** the numbers **1– 5** in the correct box in the table below.

Planning Steps	Order
Choosing the most appropriate promotional technique	3
Monitoring and evaluating the success of the promotional activity	5
Identifying the target market	2
Choosing the appropriate promotional material(s)	4
Identifying clear objectives	1

Award [1] for each correctly ordered statement.
(5 × [1])   [5]

(b) Identify **four** promotional techniques organisations use to communicate with their customers.

Any **four** of:
- Advertising
- Direct marketing
- Public relations
- Personal selling
- Sales promotions

Award [1] for each correctly identified technique.
(4 × [1])   [4]

(c) State and explain **two** reasons why different organisations in the leisure, travel and tourism industry use different promotional techniques.

Reasons – it will depend on;
- The type of organisation;
- The product or service being promoted;
- The best way to communicate with customers;
- The target market;
- Raise awareness;
- Get word out to customers.
Any other acceptable response, e.g. season, cost.

For each reason;
Award [0] for an answer not worthy of credit.

Award [1] mark for a basic explanation,
e.g. It will depend on the type of organisation
e.g. It will depend on the product or service being offered

Award [2] marks for a limited explanation,
e.g. It will depend on the type of organisation and whether they are a small local or a large national organisation
e.g. It will depend on the product or service being offered as some techniques may not be suitable

Award [3] marks for a detailed explanation,
e.g. It will depend on the type of organisation and whether they are a small local or a large national organisation as each will have different budgets to spend on their promotion which will be reflected on the techniques chosen
e.g. It will depend on the product or service being offered as some techniques may not be suitable for what is being offered and the best technique will need to be chosen to ensure maximum promotion of the product or service.
(2 × [3])   [6]

(d) Discuss how the importance and use of the following **e-marketing** methods has impacted on the leisure, travel and tourism industry.

Award [0] for an answer not worthy of credit.

Review sites
Award [1] mark for a basic discussion,
e.g. They are easily accessible
e.g. Star System

Award [2] marks for a limited discussion,
e.g. People can access websites using their smart phone or computer and can therefore find information on their interests and gain access to offers

Award [3] marks for a detailed discussion,
e.g. People can access websites using their smart phone or computer and can therefore find information on their interests and gain access to offers. It allows the organisation to see how they are doing and what customers liked or disliked, as well as providing them with the opportunity to respond, especially to negative comments. Future customers will be able to see how negative comments are dealt with which will affect their choices.

Online booking
Award [1] mark for a basic discussion,
e.g. People can make bookings in the comfort of their own home
e.g. Travel agents closing down

Award [2] marks for a limited discussion,
e.g. People can make bookings in the comfort of their own home which cuts out the cost of a middle-man, which reduces costs for both the organisation and the customer

Award [3] marks for a detailed discussion,
e.g. People can make bookings in the comfort of their own home which cuts out the cost of a middle-man, which reduces costs for both the organisation and the customer. It allows the organisation the opportunity to offer additional services, thus boosting their own business.
Any other acceptable answer.
(2 × [3])   [6]   21

3 **(a)** <u>Underline</u> the correct answer.

(i) How many visitors did Vietnam receive in 2012?

6 million <u>7 million</u> 8 million

(ii) How many visitors did Vietnam receive in 2018?

15 million 16 million <u>15.5 million</u>

(iii) Which years did visitor numbers remain approximately similar?

2012–2013 <u>2014–2015</u> 2017–2018

(iv) Which years saw a dramatic rise in visitor numbers?

<u>2017–2019</u> 2013–2015 2011–2013

(4 × [1]) [4]

(b) Identify **two** positive and **two** negative **social** effects of leisure, travel and tourism development.

Award [0] marks for any unqualified term, e.g. transport.

Positive
Any **two** of:
• Better transport
• Better utilities
• Improved facilities
• Improved quality of life
• Improved awareness of other cultures

Negative
Any **two** of:
• Disruption to everyday life
• Increase in crime levels (disruptive behaviour)
• Loss of identity by conforming to visitors culture
• Loss of identity by conforming to visitors expectations
• Hostility
• Resentment
• Tourists disrespecting local culture
• Disneyfixation
• Noise polluting

Award [1] mark for each correct effect.
(4 × [1]) [4]

(c) Identify and describe **three** methods which may be used to reduce the **negative** effects of tourism development on a destination.

Methods
- Educating locals and visitors through websites, leaflets, community talks;
- Managing traffic, e.g. implementation of one way systems, park and ride, pedestrian only areas, parking zones limited to two hours;
- Managing visitors: opening and closing times, off peak pricing;
- Ask local communities for their views and ideas by setting up forums, groups and consultations.
- Ensure tourism development is in keeping with the local area (planning).

Any other acceptable response.

For each method;

Award [0] for a response not worthy of credit.

Award [1] mark for a basic description,
e.g. managing traffic would reduce the effect of large numbers of visitors at a popular tourist area.
e.g. the negative impacts of large numbers of tourists on popular tourist areas could be reduced by managing traffic. For example, a one-way system would ease traffic flow in a popular tourist area.

Award [2] marks for a limited description,
e.g. the negative impacts of large numbers of visitors on popular tourist areas could be reduced by managing traffic. Implementing a one-way system would ease traffic flow for residents and visitors alike. There must be ample car parking spaces. Managing visitors is also important to reduce the impacts of large numbers of visitors.

Award [3] marks for a detailed description,
e.g. the negative impacts of large numbers of visitors on popular tourist areas can be reduced by managing traffic. There are various ways that this can be done, for example by implementing a one-way system and making sure there are ample car parking spaces. This will help to reduce traffic congestion in the area. Park and ride schemes can allow visitors to park away from the heart of the tourist area but still be able to reach it easily. Pedestrianisation can be used for the most popular area ensuring that visitors and locals alike are safe.

(3 × [3]) [9]

(d) Analyse **three** possible **negative economic effects** of the development of the resort of Da Nang on the local community.

Negative effects
- Rising cost of living
- Local businesses may close
- Goods may become more expensive
- Jobs may be seasonal or low paid
- Prices of property rise

Any other acceptable answer

Award [0] for a response not worthy of credit.

Level 1 ([1]–[3])
Candidate demonstrates a basic knowledge and understanding, of each of the three effects
e.g. Local businesses may close as visitors will not use them
e.g. Jobs may be seasonal and only available when there are visitors

The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])
Candidate demonstrates limited knowledge and understanding; they identify each of the three effects
e.g. Local businesses may close as visitors will not use them because they do not meet their requirements, and locals may find that they have become too expensive for them.
e.g. Jobs may be seasonal and only available when there are visitors, meaning that the locals may by unemployed outside the season for visitors.

The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make the meaning clear.

Level 3 ([7]–[9])
Candidate demonstrates detailed knowledge and understanding; they identify all three effects with detailed discussion.
e.g. Local businesses may close as visitors will not use them because they do not meet their requirements, and locals may find that they have become too expensive for them due to the rising cost of living. The businesses may change what they offer to meet the needs and standards of the visitors but they would be unable to maintain themselves out of season and will be forced to close.

Jobs may be seasonal and only available when there are visitors, meaning that the locals may by unemployed outside the season for visitors which will cause them poverty and they may have to move away from the area in order

to gain full-time employment.

The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make the meaning clear. [9]

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4 (a) Identify **three** safety features which are provided for travellers within this cabin.

Any **three** of:
* Bed rail
* Bunk ladders
* Smoke alarm
* Sprinkler device
* Air vent
* Fire resitant doors
* Telephone
* Instructions for emergency

Any other acceptable answer which is evident in the image, e.g. automatic door closure.

(3 × [1])   [3]

(b) Explain why it is important for travellers to be aware of these procedures.

Award [0] for an answer not worthy of credit.

Award [1] mark for a basic description,
e.g. They will need to know where to go in case of an emergency

Award [2] marks for a limited description,
e.g. They will need to know where to go in case of an emergency and the easiest route to go to get to safety

Award [3] marks for a detailed description,
e.g. They will need to know where to go in case of an emergency and the easiest route to go to get to safety and where they should assemble to gain access to life-jackets and life-boats.

Any other acceptable answer.   [3]

(c) Describe how the following are important to travellers entering an overseas destination.

Award [0] for an answer not worthy of credit.

Passport

Award [1] mark for a basic description,
e.g. It is a document that proves your identity and nationality

Award [2] marks for a limited description,
e.g. It is a document which certifies your identity and nationality and has your name and photograph in it.

Award [3] marks for a detailed description,
e.g. It is a travel document issued by the government which certifies your identity and nationality and contains your name, place and date of birth, photograph and signature and/or granting access to a country under the issuing countries protection.

Vaccination Certificate
Award [1] mark for a basic description,
e.g. It is a document that proves you have had a vaccination

Award [2] marks for a limited description,
e.g. It is a document which certifies that you have had a vaccination against disease

Award [3] marks for a detailed description,
e.g. It is a document which certifies that you have been vaccinated against a disease or infection which you may either be at risk of at your destination or bring into the country.

Visa
Award [1] mark for a basic description,
e.g. It is a document which allows you to enter a country

Award [2] marks for a limited description,
e.g. It is a document which signals to customs and border officials that you are allowed to enter a country for work education or holiday.

Award [3] marks for a detailed description,
e.g. It is a document which signals to customs and border officials that you are allowed to enter a country and that you have met the requirements of the government of the country being visited.
Any other acceptable answer.
(3 × [3])   [9]

(d) Identify and explain **one** physical precaution, other than a vaccination, a traveller might take against potential health risks when going to an overseas destination.

Any **one** of:
•   Medicines;
•   Clothing;
•   Equipment.

Award [0] for an answer not worthy of credit.

Award [1] mark for a correct identification.

Award [2] marks for a correct identification and a limited explanation.
e.g. Taking medication to prevent malaria;
e.g. Bringing a mosquito net to sleep under.

Award [3] marks for a correct identification and a detailed explanation.
e.g. By taking anti-malaria tablets before and during a stay in a high risk country you will be able to greatly reduce the risk of being infected by the disease.
e.g. By bringing a mosquito net with you to a high risk country you will be able to place it over the bed being slept in and completely covering yourself, therefore reducing the possibility of suffering from being bitten.   [3]

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5 Discuss **three** different ways a traveller should practice the principles of sustainable tourism.

Ways to practice:
- Minimising the negative environmental impact in destinations, e.g. restricted access;
- Creating economic benefits for locals, e.g. eating food produced from locally grown produce;
- Conserving local culture, e.g. buying local crafts;
- Promoting links and respect between tourists and the local community, e.g. home-stays where the tourist is hosted by locals in their homesteads.

Any other acceptable response.

Award [0] for a response not worthy of credit.

Level 1 ([1]–[3])
Candidate demonstrates a basic knowledge and understanding, of each way;
e.g. to help maintain sustainable tourism, visitors should avoid wasting water.
e.g. to help maintain sustainable tourism, visitors should conserve energy.
e.g. to help maintain sustainable tourism, visitors should buy local souvenirs.

The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])
Candidate demonstrates limited knowledge and understanding; they identify each way;
e.g. to help maintain sustainable tourism visitors should avoid wasting water. They can do this by having showers instead of baths and not leaving a tap running while they clean their teeth.
e.g. to help maintain sustainable tourism visitors should save energy by switching off lights and the air conditioning when they are out of their room.
e.g. to help maintain sustainable tourism visitors should buy locally made souvenirs. This will support local businesses and be more sustainable.

The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])
Candidate demonstrates detailed knowledge and understanding of three ways that visitors can help to maintain sustainable tourism,
e.g. To maintain sustainable tourism visitors should avoid wasting water. When on holidays visitors tend to forget that water is a vital resource and many popular tourist destinations are in areas that receive low rainfall. They can conserve water by having showers instead of baths, not leave a tap running while they clean their teeth and reuse their towels rather than expecting them to be washed every day.
e.g. to help maintain sustainable tourism visitors should save energy by switching

off lights and the air conditioning when they are out of their room. Tourists are increasingly taking gadgets such as mobile phones, iPods and digital cameras on holiday that need to be re-charged using the local electricity supply.
e.g. to help maintain sustainable tourism visitors should buy locally made souvenirs. This will support local businesses. By purchasing souvenirs that are made locally the tourist is supporting the business producing the souvenir.

The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.
(3 × [3])   [9]

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Total   **100**