General Certificate of Secondary Education
2024

Leisure, Travel and Tourism

Unit 1

Understanding the Leisure, Travel and Tourism Industry

[GLE11]

TUESDAY 21 MAY, 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 **Fig. 1** shows different types of leisure, travel and tourism destinations.

(a) Use the information provided in **Fig. 1** to complete the table below.
Each type of destination should be used only once.

Destination	Type of Destination
Wembley Stadium	*Sporting Venues*
Belfast	*Tourist towns and cities*
Titanic Belfast	*Modern Built Attractions*
Mourne Mountains	*Countryside Areas*
Alton Towers	*Theme Parks*
Carrickfergus Castle	*Places of Historic and Cultural Interest*
Downhill Strand	*Coastal Areas*

[7]

(b) Define the term **'tourism'**.

Award [1] for a basic definition,
e.g. Activities of people travelling to and staying in places outside their usual environment.

Award [2] for a sound definition,
e.g. Activities of people travelling to and staying in places outside their usual environment for not more than one year for leisure, business or other purposes with the intention of returning home. [2]

(c) One type of tourism is **outbound**. Identify **two** other types of tourism.

Award [1] mark for each correct answer.

• Inbound
• Domestic [2]

(d) Cost and accessibility are major factors in the appeal of a destination.

(i) Identify and describe **two** other features that make a destination appealing to tourists.

Any **two** of the following features.

Features
• Climate
• Natural Attractions
• Built Attractions
• Events
• Food, drink and entertainment
• Transport
• Range of accommodation offered

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

Award [1] mark for any appropriate feature.
Award [2] marks for a basic description of an appropriate feature.
e.g. Climate – most people prefer to go somewhere warm.
e.g. Built Attractions – to see the pyramids of Egypt.
e.g. Events – people may want to go to a music festival in another country.

Award [3] marks for a developed description of an appropriate feature.
e.g. Climate – most people prefer to go somewhere warm to escape the cold of home or to get a suntan.
e.g. Built Attractions – to see the pyramids of Egypt as they are fascinating especially as they were built long ago without any machinery.
e.g. Events – people may want to go to a music festival in another country to support their favourite artist(s) or to meet up with friends from other countries with the same interest. [6]

(ii) Explain how **cost** and **accessibility** are major factors in the appeal of a destination for travellers.

For each factor:
Award [0] marks for a response not worthy of credit.

Cost
Award [1] for a basic explanation.
e.g. It will depend on how much money someone has.

Award [2] for a limited explanation.
e.g. It will depend on how much money someone has and how much they are willing to spend to get to their destination.

Award [3] for a detailed explanation.
e.g. It will depend on how much money someone has and how much they are willing to spend to get to their destination. If someone has more money, they are going to be more willing to travel in luxury, whereas someone with a limited budget will look for the least expensive options.

Accessibility
Award [1] for a basic explanation.
e.g. It will depend on how easy it is to travel to the destination.

Award [2] for a limited explanation.
e.g. It will depend on how easy it is to travel to the destination and what the options of form of travel are.

Award [3] for a detailed explanation.
e.g. It will depend on how easy it is to travel to the destination and what the options of form of travel are, how they can depart to get to their destination and how easy it is to travel from their arrival port to the destination. [6]

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2 (a) Study **Fig. 2** before answering the following questions.

(i) Which reason is most popular overall?

Socialising and eating out.

(ii) Which reason is least popular overall?

Relaxation

(iii) Which reason appeals most to U18s?

Learning or skills improvement.

(iv) After socialising and eating out which reason appeals most to the 18–60 group?

Recreation

(v) Which reason appeals most to the 60+ group?

Socialising and eating out [5]

(b) Identify and explain **two benefits** of people using health and well-being facilities.

Any **two** of the following:
- Improved fitness
- Weight control
- Reduction of stress
Any other acceptable response.

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

Award [1] mark for the identification of a benefit.

Award [2] marks for a basic explanation.
e.g. – Improved fitness so that they feel better.
e.g. – Weight control as it helps them to lose weight.
e.g. – Reduces stress as they can leave their trouble behind them.

Award [3] marks for a sound explanation.
e.g. – Improved fitness as by using the facilities they can create a feeling of well-being within themselves which is good for their overall health.
e.g. – Weight control is better managed by using the facilities as they can burn calories to maintain or reduce their weight.
e.g. – Reduction of stress which is caused by the demands of daily life can be reduced by engaging in activities or by socialising with others and leave their stresses behind. [6]

(c) Explain how **age group** and **availability of transport** may influence a person's choice of a leisure, travel and tourism activity.

Quality of written communication will be assessed in this question.

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

Level 1 ([1]–[2])
Candidate demonstrates a basic knowledge and understanding without any explanation.
e.g. It will depend on how old they are;
e.g. It will depend on how they can travel;

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 ([3]–[4])
Candidate demonstrates sound knowledge and understanding with some explanation.
e.g. It will depend on how old they are as some activities may only be available if the participant is of a certain age, such as fitness suites are only available for over 16s.
e.g. It will depend on how they can travel and if there are good transport links available or if the activity is within walking distance.

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 ([5]–[6])
Candidate demonstrates detailed knowledge and understanding with detailed explanation.
e.g. It will depend on how old they are as some activities may only be available if the participant is of a certain age, such as fitness suites are only available for over 16s. Some classes will be tailored to people of a certain age such as dance classes for under 5s or aquarobics for over 60s. The activity chosen may be dependant on who the activity is targeted at.
e.g. It will depend on how they can travel and if there are good transport links available or if the activity is within walking distance. People living in towns may not have to travel far whereas people living in rural areas may require their own transport or a willing parent to take them to a facility to participate in the activity.

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.
Or any other suitable explanation.
(2 × [3])   [6]

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3 The Titanic Belfast is a museum reflecting the growth of Belfast and the building of the RMS *Titanic*.

(a) Other than museums, identify **two** other Arts and Entertainment facilities.

Any **two** of:
- Art galleries
- Cinemas
- Theatres

(2 × [1])   [2]

(b) The Titanic Belfast only accepts pre-booked online tickets. Using the information provided by the insert:

(i) Where do visitors go upon arrival?

At the Titanic Experience Entrance in the Atrium.   [1]

(ii) How long before their booked timeslot must they arrive?

At least 10 minutes.   [1]

(iii) The ticket also includes entry to the 'Nomadic'. For how long is the SS Nomadic entry ticket valid?

Any time up to one year from when their visit was booked.   [1]

(iv) What must be checked before the family can make their visit to the 'SS Nomadic'?

The seasonal opening hours.   [1]

(v) Describe **one** advantage and **one** disadvantage of online tickets to a visitor.

Advantages
- Saves customer time
- Booking can be done from their own home
- Tickets can be booked 24/7
- Payments quick and easy
- Faster than queuing
- Tickets issued immediately
- Or any other acceptable answer.

Award [0] for a response not worthy of credit.
Award [1] for identifying an advantage,
e.g. Tickets can be booked 24/7.

Award [2] for identifying an advantage and providing a basic description,
e.g. Tickets can be booked 24/7 simply by going onto the webpage.

Award [3] for identifying an advantage and providing a sound description.

e.g. Tickets can be booked 24/7 simply by going onto the webpage and entering your details such as the number of people they are booking for and when they would like to visit, therefore making it more convenient and less time consuming for customers. [3]

Disadvantages
• Customer may not have access to the internet
• May not be confident using technology
• May not want to give their bank details on-line
• Fake websites
• Or any other acceptable answer.

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

Award [1] for identifying a disadvantage,
e.g. May not want to give their bank details online

Award [2] for identifying a disadvantage and providing a basic description,
e.g. May not want to give their bank details on-line in case they made a mistake.

Award [3] for identifying a disadvantage and providing a sound description.
e.g. May not want to give their bank details on-line in case they made a mistake or put themselves at risk of their bank account being hacked. [3]

(c) The **insert** provides a **smartphone link** (QR code) to a map of the Titanic Belfast.

Analyse **two** reasons why visitors may choose to use this option.

Quality of written communication will be assessed in this question.

Reasons
• Easy to download onto a smartphone or tablet.
• Visitors can take tour at their own pace.
• App can be revisited.
• Don't have to be part of a group of people.
• Or any other acceptable answer.

Award [0] for a response not worthy of credit.
For each reason identified.

Level 1 ([1]–[2])
Candidate demonstrates a basic knowledge and understanding, and they identify up to two reasons without any analysis.
e.g. Easy to download onto a smartphone or tablet;
e.g. Visitors can take tour at their own pace;

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 ([3]–[4])
Candidate demonstrates sound knowledge and understanding, and they identify up to two reasons with some analysis.
e.g. Easy to download onto a smartphone or tablet and the majority of people carry one of these;
e.g. Visitors can take tour at their own pace and can make stops when they wish, or take their time over an exhibit which they are interested in;

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 ([5]–[6])
Candidate demonstrates detailed knowledge and understanding, and they identify up to two reasons with detailed analysis.
e.g. Easy to download onto a smartphone or tablet and the majority of people carry one of these, and the map would be easily shared with other members of their group. They would be able to listen through ear buds, so they would not be distracting anyone around them and distracting from their enjoyment of the exhibits.
e.g. Visitors can take tour at their own pace and can make stops when they wish, or take their time over an exhibit which they are interested in. If they are unsure of something they saw, they can revisit by returning to a previous point on their app.

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.
(2 × [3])   [6]   18

4 (a) Study **Fig. 3** which shows different types of holidays. Match the definitions to the correct types of holidays by inserting the correct **letter**.

Each letter should be used only once.

Definition	Type of Holiday
A holiday which involves the traveller putting together their own itinerary and purchasing their own accommodation and transportation.	C
A holiday which involves a stimulating experience.	B
A holiday combining a charter or scheduled flight with car hire.	G
A holiday which includes flights, transfers, accommodation, food, drinks, snacks, entertainment and the services of a resort representative.	A
A holiday aboard a ship, visiting several destinations.	E
A holiday which involves the traveller bringing their own accommodation, staying at one or more destinations.	D
A holiday lasting up to four days, usually taken in addition to a main holiday.	F

[7]

(b) Describe a **staycation** holiday.

Award [1] for a basic definition,
e.g. A holiday spent in one's own home or home country.

Award [2] for a sound definition,
e.g. A holiday spent in one's own home or home country and involving day trips to the local area. [2]

(c) Discuss how the following have influenced changes in the leisure, travel and tourism industries.

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

Technology and Communication

Award [1] for a basic discussion,
e.g. There has been a growth of world-wide web and communication tools.

Award [2] for a limited discussion,
e.g. There has been a growth of world-wide web and communication tools such as smartphones and tablets which has allowed greater access than ever before.

Award [3] for a detailed discussion,
e.g. There has been a growth of world-wide web and communication tools such as smartphones and tablets which has allowed greater access than ever before to information about lifestyle choices, health and well-being and travel destinations. [3]

Changing levels of affluence

Award [1] for a basic discussion,
e.g. People have had changes to the amount of money available to spend on leisure, travel and tourism.

Award [2] for a limited discussion,
e.g. People have had changes to the amount of money available to spend on leisure, travel and tourism which means they may be able to afford more *or* that they have little money left over after essentials.

Award [3] for a detailed discussion,
People have had changes to the amount of money available to spend on leisure, travel and tourism which means they may be able to afford more as their wages have become greater and their expectations higher or that they have little money left over after essentials which reduces their ability to spend on luxuries such as holidays, sporting activities or other leisure, travel and tourism products and services. [3]

The influence of media
Award [1] for a basic discussion,
e.g. People are often influenced by what they are seeing on the television, in newspapers or on social media.

Award [2] for a limited discussion,
e.g. People are often influenced by what they are seeing on the television, in newspapers or on social media. This might influence them to participate in the activity they have seen.

Award [3] for a detailed discussion,
e.g. People are often influenced by what they are seeing on the television, in newspapers or on social media. This might influence them to participate in the activity they have seen. This is commonly seen after major sporting events such as the success of the England Ladies Football team which has seen a rise in the number of girls participating in the sport.

Any other acceptable answer. [3]   18

5 (a) Use the organisations in **Fig. 4** to complete the table below.

Each organisation should be used only once.

Component	Organisation
Countryside Recreation	*Gortin Glen horse trails*
Arts and Entertainment	*Lyric Theatre*
Home-based Leisure	*Netflix*
Tourism Information and Guiding Services	*Discover Northern Ireland*
Natural Attraction	*Marble Arch Caves*
Accommodation	*Causeway Holiday Cottages*

[6]

(b) There are **three** main types of leisure, travel and tourism organisations. The type of organisation depends on their aims and objectives.

Describe how the following types have different aims and objectives and identify a **named** example for each sector.

Public
- Provided and funded by local or central government.
- They do not aim to make a profit.
- Are there to provide a service or facility in a local area. [2]

Example: Examples include leisure centres, public libraries, public gardens and museums. Named examples accepted.

- Translink [1]

Private
- Funded by private owners (individual, family, consortium).
- Main aim is to make a profit for the owners or shareholders. [2]

Example: Examples include airlines, tour operators, travel agents and accommodation providers. Named examples accepted. [1]

Voluntary
- Funded by membership subscriptions, gifts or donations.
- Do not aim to make a profit.
- Use the money they receive to maintain and preserve their organisation.
- Run by volunteer/local community [2]

Example: Examples include The National Trust, The Youth Hostel Association and many local sports clubs. Named examples accepted. [1]

(c) Belfast City Council organises an annual firework display.

Explain how **transportation, catering** and **accommodation** organisations might contribute to the smooth running of the event.

Quality of written communication will be assessed in this question.

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

Level 1 ([1]–[3])
Candidate provides a limited explanation.
e.g. Transportation – can be used to bring people to and from the venue;
e.g. Catering – can provide food and drinks at the venue;
e.g. Accommodation – can provide somewhere for people attending to stay.

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 provides a sound explanation of the contributions of the different organisations.
e.g. Transportation – can be used to bring people to and from the venue and offered to them when purchasing their tickets at a discounted rate;
e.g. Catering – can provide food and drinks at the venue to cater for people attending the event without them having to leave and go elsewhere;
e.g. Accommodation – can provide somewhere for people attending to stay which is convenient to the venue either within walking distance or a short bus or taxi journey away.

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 provides a detailed explanation of the contributions of the different organisations.
e.g. Transportation – can be used to bring people to and from the venue and offered to them when purchasing their tickets at a discounted rate. This will reduce the need for car parking to be provided close to the event as park and ride areas could be established which will also reduce the risk of traffic congestion close to the event.
e.g. Catering – can provide food and drinks at the venue to cater for people attending the event without them having to leave and go elsewhere. Different types of catering organisation would be able to provide for the needs and tastes of a range of people and enhance their enjoyment of the event.
e.g. Accommodation – can provide somewhere for people attending to stay which is convenient to the venue either within walking distance or a short bus or taxi journey away and they could be provided with complimentary transportation to and from the event. The accommodation providers could offer a special rate to encourage more people to attend and stay before or after the event to visit other parts of the city.

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.

(3 × [3])   [9]

	AVAILABLE MARKS
	24
Total	**100**