

GCSE 2004  
*June Series*



## Mark Scheme

### Leisure and Tourism (Double Award) (3840/1)

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Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

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## Unit 1: Investigating Leisure and Tourism

### Quality of Written Communication

The following descriptors concerning the quality of written communication must be applied to **all** questions in which candidates are required to produce extended writing. To attain full marks available at a level of response, the appropriate Quality of Written Communication descriptor must be achieved. Use the same quality of written communication levels as are used in the leisure and tourism element of the mark scheme under consideration.

#### Three-level descriptors

- LEVEL 1**
- Knowledge of basic information.
  - Simple understanding.
  - Little organisation; few links; little or no detail or vocational links; uses a limited range of specialist terms.
  - Reasonable accuracy in the use of spelling, punctuation and grammar.
  - Text is legible.
- LEVEL 2**
- Knowledge of accurate information.
  - Clear understanding.
  - Organised answers, with some vocational linkages (where relevant), occasional detail/exemplar; uses a good range of specialist terms where appropriate.
  - Considerable accuracy in spelling, punctuation and grammar.
  - Text is legible.
- LEVEL 3**
- Knowledge of accurate information appropriate contextualised and/or at correct scale.
  - Detailed understanding, supported by relevant evidence and exemplars.
  - Well organised, demonstrating detailed vocational linkages (where relevant) and the inter-relationships between factors.
  - Clear and fluent expression of ideas in a logical form; uses a wide range of specialist terms where appropriate.
  - Accurate use of spelling, punctuation and grammar.
  - Text is legible.
  - Level 3 does not always equate to full marks; a perfect answer is not usually expected, even for full marks.

#### Annotation of Scripts

- One tick equals one mark, except where answers are levels marked (where no ticks should be used). Each tick should be positioned in the part of the answer which is thought to be credit-worthy.
- Where an answer is levels marked the examiner should provide evidence of the level achieved by means of annotating 'L1', 'L2', or 'L3' in the left hand margin.
- The consequent mark within this level should appear in the right-hand margin.
- Ticks must **not** be used where an answer is levels marked.
- Examiners should add their own brief justification for the mark awarded, e.g. *Just L3, detail and balance here.*
- Where an answer fails to achieve Level 1, zero marks should be given.

**General Advice**

Marks for each sub-section should be added in the right-hand margin next to the maximum mark available which is shown in brackets. All marks should then be totalled in the 'egg' at the end of each question in the right-hand margin. The totals should then be transferred to the boxes on the front cover of the question paper. These should be totalled. The grand total should be added to the top right-hand corner of the front cover. No half marks should be used.

It is important to recognise that many of the answers shown within this marking scheme are only exemplars. Where possible, the range of accepted responses is indicated, but because many questions are open-ended in their nature, alternative answers may be equally credit-worthy. The degree of acceptability is clarified through the Standardisation Meeting and subsequently by telephone with the Principal Examiner as necessary.

Diagrams are legitimate response to some questions and should be credited as appropriate. However, contents which duplicate written material or vice versa should not be credited.

Question 1			Expected response	Marks
1	(a)	(i)	Theatre club	1 mark
		(ii)	<p><b>Level 1 – Basic (1-2 marks)</b> One or two points are stated or briefly outlined. Simple comparison may be attempted. <i>Possible response: I go swimming on a Saturday morning about 10.30. In the afternoon I go round town with my friends.</i></p> <p><b>Level 2 – Clear (3-4 marks)</b> At least two points are clearly made. There is clear comparison and use of time. <i>Possible response: I usually watch TV when I first get up like Katie, but then my morning is different because I go swimming for an hour from 10.30. Instead of going to the theatre club, I spend about two hours shopping with my friends.</i></p>	4 marks
	(b)		<p>Any home based leisure activity not shown on Fig 1. Any sports participation activity not shown on Fig 1. Any leisure activity that involves going out of the local area, e.g. watching an away football match. 1 mark per correct activity for each description.</p>	3 marks
	(c)		<p><b>Level 1 – Basic (1-2 marks)</b> Gives two leisure activities a recently retired person could reasonably do. (<i>Interpret broadly</i>). Some explanation may be attempted, but is likely to be superficial and may not be specific to the named target group. No mark given for naming the area. <i>Possible response:</i> <i>Fishing, going to the gym, fishing because they have time.</i></p> <p><b>Level 2 – Clear (3-4 marks)</b> Link(s) between the two recommended activities and customer need are clearly explained for at least one activity. Both for full marks. There is clear reference to the named area. <i>Possible response:</i> <i>Someone who has had a stressful job and now wants to spend time peacefully might take up fishing. Recently retired people may have money from leaving their job to buy the equipment and have the time to spend on angling. There are plenty of places to go fishing along the Tees like at Low Worsall near Yarm.</i> <i>They might like to start going to the gym because they are only recently retired and may want to keep fit now they have more time and are still active, so they can enjoy retirement. There is a good gym at Springs on Teesside Park where some retired people already go so they would fit in easily.</i></p>	4 marks
<b>Total Marks for Question 1: 12</b>				

Question 2		Expected response	Marks
2	(a)	(i) Any one type of food that may be so provided <i>e.g. fish and chips, Chinese, kebabs, burgers.</i>	1 mark
		(ii) Point mark <i>Possible response: They telephone the restaurant. Order their food. Give their address. Be at home to receive the delivery. Pay.</i>	3 marks
		(iii) Any two correct reasons, <i>e.g. live in a certain postcode area, are further away.</i>	2 marks
	(b)	Any two facilities that provide for home-based leisure. 1 mark per facility named. (1 mark + 1 mark). If named facility is not clearly leisure, mark depends on justification. <b>Possibilities include:</b> <i>video-rental shops, bookshops, libraries and shops selling computer games (or trading names).</i>	
		<b>Level 1 – Basic (1-2 marks)</b> One or two basic points about products/services are made. <b>Possible response:</b> <i>You can borrow books from a library.</i>	
		<b>Level 2 – Clear (3-4 marks)</b> Products and services are clearly described. <b>Possible response:</b> <i>Libraries lend to their members. Usually there are a certain number of books you can borrow for a certain time limit. Libraries also lend cassettes and CDs. They provide newspapers for readers and often have computers with internet access for customers to use</i>	6 marks
	(c)	<b>Level 1 – Basic (1-2 marks)</b> One or two basic statements are given. <b>Possible response:</b> <i>I would walk round to find out where they were.</i>	
		<b>Level 2 – Clear (3-4 marks)</b> At least two methods are clearly described. <b>Possible response:</b> <i>I would visit the town centre and survey the uses of buildings, marking on a street map the location of home-based leisure facilities. For facilities outside the town centre, I would use Yellow Pages to look up addresses of facilities like take-away restaurants and video-rental shops, find them on a street map and mark their locations.</i>	4 marks

**Total Marks for Question 2: 16**

**Question 3** **Expected response** **Marks**

- 3 (a) One correct brochure choice, from Figure 4, per holiday type. 1 mark per brochure choice. Max 5 marks.

Acceptable choices:

Type of Holiday	Choice of Brochure
Domestic	6 or 7
Out-bound	1,2,3,4,5 or 7
Short-haul	2,3,4,5 or 7
Long-haul	1 or 7
Short-break	2,3,4,5,6 or 7

5 marks

- (b) (i) 1 mark for a simple statement, 2 marks for a clear, developed answer, specifying difference.  
*An in-bound holiday is when customers from abroad come to the UK for a holiday, whereas an outbound one involves UK residents travelling abroad to holiday.*

2 marks

- (ii) 1 mark for a simple statement, 2 marks for a clear, developed answer  
*A short-break holiday is a trip away from home, for leisure purposes, which lasts more than one day but less than a week.*

2 marks

- (iii) **Level 1 – Basic (1-3 marks)**  
Basic reasons are simply advanced.  
**Possible response:** *People have more money. Cheap flights. More places to go.*

**Level 2 – Clear (4-6 marks)**  
At least two reasons are clearly suggested.  
**Possible response:** *More people are now able to afford to take a short break in addition to their annual holiday. The growth of budget airlines offering more destinations has made this even easier. Visitor attractions in the UK have combined with hotel chains to offer attractive breaks.*

6 marks

**Total Marks for Question 3: 15**

Question 4			Expected response	Marks
4	(a)	(i)	Camelot	1 mark
		(ii)	Y = London Z = Dartmoor	2 marks
	(b)	(i)	<p><b>Levels of response</b></p> <p><b>Level 1 – Basic (1-2 marks)</b> Simple basic statements. <b>Possible response:</b> North Northumberland. Beaches. Old castles you can visit. Boat trips.</p> <p><b>Level 2 – Clear (3-4 marks)</b> Clear description of what the named area offers visitors. <b>Possible response:</b> North Northumberland. There are many miles of unspoilt sandy beaches like at Embleton Bay and numerous old castles to visit such as the ruins at Dunstanburgh. Seahouses has an old fishing harbour from where tourists can take boat trips to see the birds and the seals on the Farne Islands. In the town there are amusement arcades, a museum and plenty of fish and chip cafes for visitors.</p>	4 marks
		(ii)	<p>1 mark per clear descriptive element of the journey, in the correct sequence. <b>Possibilities include:</b> From Manchester Airport drive along the orbital motorway to the M62. Head east along the M62 to the M1 link near Leeds. Follow this onto the A1 and head north as far as Alnwick before following local roads to the coast.</p>	3 marks

**Total Marks for Question 4: 10**



Question 5		Expected response	Marks
5	(a)	(i) <i>4 million.</i> 1 mark for the difference	1 mark
		(ii) Accept any plausible reason. 1 mark for the reason. <b>Possible reason:</b> <i>The National Gallery is in London, which receives more tourists than Bradford. It is better known. More people like/are interested in it. More people tell more still. It is more widely-advertised.</i>	1 mark
	(b)	(i) <b>Level 1 – Basic (1-3 marks)</b> Simple basic statements. Location must give information beyond what is given in the name of the facility. <b>Possible response:</b> <i>Beamish Museum is in the North East. It has old buildings and an old mine. There are old-fashioned shops.</i>	
		<b>Level 2 – Clear (4-6 marks)</b> Clear description of the location and the purpose of the named museum or gallery. <b>Possible response:</b> <i>Beamish is in North East England near Stanley in County Durham. It is an industrial heritage museum, which conserves old buildings and artefacts of everyday life, displaying them so that visitors can see what life used to be like in the North of England in the past. It teaches children about ways of life after the Industrial Revolution – in the home, in shops, at school and at work on the land or down mines.</i>	6 marks
		(ii) Accept any two jobs likely to be done by a leisure industry employee in the named museum or attraction. 1 mark per correct job <b>Possible response:</b> <i>Guide, Museum shop salesperson.</i>	2 marks

Question 5 (cont'd...)	Expected response	Marks
(iii)	<p data-bbox="533 286 879 320"><b>Level 1 – Basic (1-3 marks)</b></p> <p data-bbox="533 322 940 356">Simple basic statements are made.</p> <p data-bbox="533 358 1187 454"><b>Possible response:</b> <i>A guide needs to be good with people, know the way round and be happy and smiling.</i></p> <p data-bbox="533 495 879 528"><b>Level 2 – Clear (4-6 marks)</b></p> <p data-bbox="533 530 1187 627">A clear explanation is given of the skills and personal qualities needed to do the chosen job and of why they are important.</p> <p data-bbox="533 629 759 663"><b>Possible response:</b></p> <p data-bbox="533 665 1187 994"><i>A guide at Beamish needs to have good oral communication skills to explain to visitors clearly what life was like in the past and to do that interestingly so that the visit comes to life for them. A person needs to be patient when visitors ask them to say something again or if children interrupt, so that all the visitors feel well-treated and find out what they want. Guides do need to have warmth and charisma so that visitors are interested in what they have to say and enjoy their experience.</i></p>	6 marks

**Total Marks for Question 5: 16**

Question 6	Expected response	Marks
6 (a) (i)	<p>2 marks for the explanation of each factor. 1 per reason for development.</p> <p><b>Possible response:</b></p> <p><b>Age group.</b> School children might choose to go because a facility is cheaper for them. For example when the Hollywood Bowl Crazy Daze offer applies. Opening times like 3.30 to 6 pm suit them because it is just when school closes so they can go straight there and not have to be out too late.</p> <p>Older people might decide not to go when it is cheap for children because they may feel it will be noisy.</p> <p><b>Special Needs.</b> Because provision is made for their special need, because the facility offers an activity they can do. For example, people who have a disability may bowl if they can or choose to spend time in another facility because it has good disabled access such as lifts and ramps if they need these.</p> <p><b>Type of Household.</b> Families because there can be special family deals. For example they might choose to go to the Hollywood Bowl, Sunday Family Mornings because under 16s bowl free if they are with a paying adult.</p>	6 marks
(ii)	<p><b>Level 1 – Basic (1-3 marks)</b></p> <p>Basic understanding shown by making simple points. There may be some development, but this is likely to be incomplete or may refer to one factor only.</p> <p><b>Possible response:</b></p> <p>My Grandma goes into town dancing because she likes to do that. She catches a bus from her house. It is cheap.</p> <p><b>Level 2 – Clear (4-6 marks)</b></p> <p>Clear explanation of how the choice of leisure time of a clearly identified adult is influenced by factors shown in <b>Figure 8.</b></p> <p>At least two factors are clearly linked to identify choices made by the adult.</p> <p><b>Possible response:</b> My Grandma goes dancing in the centre of Durham some afternoons. She chooses this because there are locally available facilities like the Shakespeare Hall that she can travel to easily on the bus. She has always been interested in dancing – since she was a teenager, so she still likes to go now. Some Saturday nights she goes to the local leisure centre to dance but that depends on whether her neighbours can talk her into going. She does not like to go unless her friends ring her up and say they are going to be there. She does not feel she has a lot of money to spend on dancing, but it is not expensive at the leisure centre and the Shakespeare Hall so that is an encouragement too.</p>	

Question 6 (cont'd...)	Expected response	Marks
(b)	<p><b>Level 1 – Basic (1-3 marks)</b> A few simple points may be made. Examples may not be explained and sometimes links may be vague. <i>Possible response:</i> Going to watch an away football match is leisure and getting there is tourism. Windsurfing on holiday is doing a leisure activity while you are a tourist.</p> <p><b>Level 2 – Clear (4-6 marks)</b> A clear explanation is given of a range of ways that industries are linked. One or two examples are quoted. Links are more developed. <i>Possible response:</i> Going out for the day to a theme park is leisure because it is fun and not done in working time. It is tourism too because it is a leisure trip away from home. Going to London shopping is tourism if you do not live there, because it is also going out of the area where you live, to enjoy yourself. Shopping is fun for some people so it can be leisure.</p> <p><b>Level 3 – Detailed (7-9 marks)</b> A detailed explanation is given with substantial use of well-integrated examples. Examples must be used to access this level. Links are developed in some detail. <i>Possible response:</i> A family from Stockton on Tees may go out for the day to Ormesby Hall near Middlesbrough. That is leisure because they are visiting an attraction for enjoyment, but it is also tourism because they are going away from where they live for the day, returning later. Watching Middlesbrough play away in Manchester would be both too, because it is leisure to spectate at sporting events and tourism to go somewhere you would not usually go. The coach operator that people might use for such a trip, like Compass Royston is providing for leisure by running coaches locally in the Teesside area, but is acting like as a tour operator by taking people away on longer journeys to places like Blackpool and London or even abroad, so the company is linked to the leisure industry and is part of the travel and tourism industry.</p>	9 marks

**Total Marks for Question 6: 21**