



General Certificate of Secondary Education

Leisure and Tourism 3841

Double Award

3840-1 Investigating Leisure and Tourism

Mark Scheme

2006 examination - January series

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.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

3840/1

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
(a)	Restaurant manager Park ranger (allow Ground staff) Fitness instructor 1 mark each	(3 marks)
(b) (i)	No mark for job, but it must be a travel and tourism job to allow scoring. 1 mark per clear duty. Possible response: <i>Travel consultant.</i> <i>Advise customers about holidays. Check availability of package holidays.</i>	(2 marks)
(ii)	Skill or personal quality needed to undertake a duty given in (i). If not the duty in (i), but L & T, allow up to full marks.	
	<p>Level 1 Basic (1-2 marks) Skill/personal quality/qualities is/are identified that would be needed for the duty named in (i) (or any other leisure and tourism job/duty). Lower L1 may identify one skill/quality. Upper L1 either explains that or identifies a 2nd. Possible response: <i>Advise customers about holidays. Good oral communication (1 mark) so that customers properly understand about suitable holidays (2nd mark).</i></p>	
	<p>Level 2 Clear (3-4 marks) Clear explanation of skills/personal qualities needed to perform the duty named in (i) well. If another leisure and tourism job duty is named, allow up to full marks. Lower L2 explains one of at least 2 identified skills/qualities. Upper L2 explains two skills/qualities. Possible response: <i>Pleasant and friendly manner (1 mark).</i> <i>Good oral communication (2nd mark) so that customers properly understand about suitable holidays (3 marks).</i> <i>Need to be pleasant and friendly to put customers at ease and encourage their return. (4 marks).</i></p>	(4 marks)
	Total for Question 1: 9 marks	

Question 2	Expected Response	Marks
(a) (i)	Windermere Lake Cruises Flamingo Land	(2 marks)
(ii)	1 mark for down and up trend, 2 nd mark for use of numbers/dates (other than just 2000, 2003). Possible response: <i>Between 2000 and 2001 the visits lessened and then rose again over the next 2 years.</i>	(2 marks)
(iii)	One mark per reasonably plausible suggested method. Further marks for either further methods or development. Max. 3. Possible response: <i>Use the Internet (1 mark) by entering the name of the attraction in a search engine (2 marks).</i>	(3 marks)
(b)	No mark for the name. Credit only one theme park, chosen from the list.	

Level 1 Basic (1-3 marks)

Simple statements relating to location and/or key attractions, or description of either location or key attractions with the other omitted or incorrect.

Low Level 1 may be a simple statement (1 mark) or statements (2 marks). At the top of level 1 several simple statements or a description of either location or key attractions – the other omitted.

Possible response:

Legoland is at Windsor (1 mark). There are rides to go on (2 marks) and play with Lego (3 marks).

Level 2 Clear (4-6 marks)

Addresses both parts of the question (location and key attractions).

There is clear description and sense of place. For full marks both elements are clearly described. Low Level 2 clearly describes either location or key attractions showing sense of place with a simple statement of the other. Mid Level 2 shows a more developed Level 1 response for either location or key attractions with Level 2 for the other or a well developed L2 for one and simple L1 for the other. Top Level 2 shows clear description of both elements with more developed sense of place.

Possible response:

Legoland is outside the town of Windsor in Berkshire, to the west of London. The Jungle Coaster roller coaster is a white-knuckle ride (4 marks) and so is the Pirate Falls log flume. Miniland is a mini world made of Lego bricks with famous landmarks like Buckingham Palace and the London Eye made in miniature from Lego bricks (5 marks). Kids can play Lego and make models (6 marks). There is now the Dino Safari and Dino Dipper ride too.

(6 marks)

Total for Question 2: 13 marks

Question 3 **Expected Response** **Marks**

- (a) (i) 1 mark for each correct label marked on the map so that it is clear which motorway is being labelled. (2 marks)

(ii)

D	The Broads
B	Snowdonia
A	Peak District

1 mark for Broads, accept Norfolk Broads
1 mark each for B **and** A correct. (3 marks)

- (iii) No mark for name.

Level 1 Basic (1-2 marks)

A general feature (1 mark) or features are correctly identified. A sense of place is lacking.

Possible response:

Lake District.

Lakes (1 mark) and hills make this a beautiful and wild area (2nd mark).

Level 2 Clear (3-4 marks)

There is clear description and sense of place, probably by use of place names. For 4 marks at least 2 clearly descriptive and place-specific points made.

Possible response:

Lake District.

There are many picturesque ribbon lakes of which Windermere is the longest (3 marks). Above the lakes are the wild fells and beside them pretty stone-built villages like Grasmere (4 marks) where Wordsworth's cottage is.

(4 marks)

- (b) No mark for name. Accept positive and/or negative environmental impacts on any destination.

Level 1 Basic (1-2 marks)

An environmental impact (1 mark) or impacts are correctly identified.

Some description of these is attempted (2nd mark) though there may be a lack of sense of place.

Possible response:

Scarborough.

Lots of litter and pollution (1 mark) from discarded fish and chip cartons and the noise and fumes of tourists' cars spoil the peace and appearance (2nd mark) of the resort.

Level 2 Clear (3-4 marks)

There is clear description and sense of place, probably by use of place names. For 4 marks at least 2 clearly descriptive and place-specific points made. At least 2 environmental impacts needed for L2.

Possible response:

Scarborough.

On the Foreshore in the South Bay, fish and chip cartons thrown away by visitors blow around in the wind and are scavenged by seagulls that screech noisily (3 marks). Peaceful gardens, like on the Esplanade, are

kept colourfully planted because of the money tourism brings (4 marks). (4 marks)

- (c) Accept any three correct ways. Accept any negative impact reduction.
On each occasion the 2nd mark is for development of an initially simple point showing how impact is reduced.

Possible response:

More litter bins (1 mark), *which are more frequently emptied so they don't overflow and attract seagulls* (2nd mark).

3 x 2 marks.

(6 marks)

Total for Question 3: 19 marks

Question 4	Expected Response	Marks
4 (a)	<p>Level 1 Basic (1-2 marks) Outlines way(s) leisure centres try to attract families with children. There may be explanation of a single outlined way of doing this. Lower L1 may identify 1 way; upper L1 may explain that one or identify a 2nd. Possible response: <i>Leisure centres may try to attract families by offering free gifts for the children (1 mark) or by giving discounts such as on the cost of a children's party (2 marks).</i></p> <p>Level 2 Clear (3-4 marks) Outlines way(s) showing clear explanation. Low L2 explains 1 way having identified at least 2. Upper L2 explains two ways. Possible response: <i>Leisure centres may try to attract families by offering free gifts for the children (1 mark) or by giving discounts such as on the cost of a children's party (2 marks). Free gifts will encourage people to come to the leisure centre with their children and spend money there. (3 marks). Other parents bringing children to the party may decide to return. (4 marks).</i></p>	(4 marks)
(b) (i)	<p>No mark for leisure centre name.</p> <p>Level 1 Basic (1-2 marks) Product(s)/service(s) adults may use identified without clear description or clear linkage to the target market. Possible response: <i>The Dolphin Centre has a swimming pool (1 mark). There's a sports hall and table tennis (2 marks).</i></p> <p>Level 2 Clear (3-4 marks) There is clear description of a range of products/services provided specifically for adults by the named leisure centre. For full marks a range of products/services will be clearly described for the named centre. Possible response: <i>The Dolphin Centre in Darlington has a large swimming pool with separate adult lanes. There's a diving pool with restricted access (no children). (3 marks) Upstairs the restaurant is available to hire for conferences (4 marks).</i></p>	(4 marks)
(b) (ii)	<p>No marks for national centre name but it must be from the list given to score. Accept any local leisure centre.</p> <p>Level 1 Basic (1-2 marks) At low Level 1 there is identification of products/services provided by the national centre or a simple general comparison. For 2 marks there is also juxtaposition or attempted comparison with a local centre or a good description of the national centre's products/services. Possible response:</p>	

Plas y Brenin.

North Wales (1 mark).

It is to learn about mountain sports (1 mark). The local leisure centre has a sports hall and a swimming pool (2 marks).

Level 2 Clear (3-4 marks)

Clear comparison is made between the products and services of the named national and named local leisure centre. For full marks at least two clear comparative points are made.

Possible response:

Plas Y Brenin.

It is the National Mountain Centre and offers expertise and facilities in outdoor activities whereas the Dolphin Centre deals with indoor activities (3 marks). So Plas Y Brenin includes teaching things like skiing and canoeing while the dolphin Centre teaches too (4 marks) but indoor things like swimming.

(4 marks)

Total for Question 4: 12 marks

Question 5	Expected Response	Marks
(a) (i)	London Eye —————> attractions Imperial Hotel —————> accommodation and catering Heathrow —————> transportation 1 mark for each correct arrow. More than 3 arrows, no marks.	(3 marks)
(ii)	Tourists resident abroad coming into the UK from abroad for leisure purposes. Accept return home after a break. 1 mark per correct point.	(2 marks)
(iii)	Any two from: Gatwick, Stansted, Luton, City. 1 mark per correct answer.	(2 marks)
(b) (i)	No mark for name. Must be from the list given	
	<p>Level 1 Basic (1-3 marks) Location of named tourist town or city is correctly and simply stated and/or some of what it offers visitors is identified. Possible response: <i>Durham.</i> <i>North East England</i> (1 mark). <i>The Cathedral</i> (2nd mark) <i>is one of the main historic sites in Durham – the Castle is another.</i> (3 marks)</p> <p>Level 2 Clear (4-6 marks) Both location and what is offered needed for L2. A clear description is given which develops a sense of place. For 5 marks at least two clearly descriptive and place-specific points made. Location should be well developed for 6 marks to be awarded. Possible response: <i>Durham City is on the River Wear about 15 miles south of Newcastle in the North East.</i> <i>The Norman Cathedral is a World Heritage Site set next to the Castle</i> (4 marks) <i>high above the banks of the river where there are boats for hire and the Prince Bishop pleasure cruiser sails</i> (5 marks). <i>There are shops and cafes in the narrow streets that lead off from the cobbled Market Place</i> (6 marks).</p>	(6 marks)
(ii)	Accept any appropriate transport road route (e.g. M11, A1(M)) to town/city chosen in (i). Possible response: <i>Head north out of London</i> (1 mark). <i>Use the M1 as far as Leeds</i> (2 nd mark) <i>and then the A1(M) towards Newcastle, turn off at Durham.</i> (3 marks).	(3 marks)

Total for Question 5: 16 marks

Question 6	Expected response	Marks
(a)	<p>Level 1 Basic (1-3 marks) A simple suggestion (1 mark) or suggestions (2 marks) are made. Sense of place may be lacking. For 3 marks a basic explanation for meeting the needs of the group attempted. Possible response: <i>Go to the bowling alley (1 mark) and then go for a pizza afterwards (2 marks) because that would be fun for everybody on a Friday (3 marks).</i></p> <p>Level 2 Clear (4-6 marks) A clear and appropriate plan for Friday evening is suggested including at least one activity and one meal idea. There is a sense of place and at least one clear explanation is given. For 5 marks either both parts of the evening have venues and only one is explained or both are explained but only 1 has a named venue. For 6 marks both parts of the evening have a named venue(s) and an explanation of how they meet the needs of the group given. Possible response: <i>They could all go on a coach to Teesside Park and go bowling at the Hollywood Bowl, which would be good because they would get to mix well and bond with each other in a fun way. Afterwards they could go for a pizza (4 marks) at the Pizza Hut that is almost next door (5 marks). That would be good because they could just walk there without losing the buzz from the bowling and the teachers could have a rest and a drink (6 marks).</i></p>	(6 marks)
(ii)	<p>No marks for stated options.</p> <p>Level 1 Basic (1-3 marks) One or more appropriate options given and simple advantage(s) is/are given:</p> <ul style="list-style-type: none"> • for at least one option (1 mark) • for two options (2 marks) <p>For 3 marks both options are considered with some description attempted of at least one. Possible response: <i>Day in Whitby</i> <i>Shopping at the Metrocentre</i> <i>Going to Whitby would be good because it's very interesting and historic (1 mark). Shopping at the Metrocentre would be a chance to buy presents (2 marks); there are many shops so something to choose for everyone. (3 marks)</i></p> <p>Level 2 Clear (4-6 marks) There is clear comparison of advantages for two appropriate options that includes how interesting at least one of the listed considerations (4 marks). For 5 marks, more than one listed consideration is clear and for 6 marks, all are for both options. Possible response: <i>Day in Whitby</i> <i>Shopping at the Metrocentre</i> <i>Going to Whitby is interesting because of the historic Abbey and old fishing harbour.</i></p>	

The Metrocentre’s interest is the wide variety of shops and the indoor Metroland amusements “park”. One or the other will interest most of the group and both are appropriate.. (4 marks). The trip to Whitby can be cheap for the students because they don’t have to spend a lot, they can walk up the Abbey steps for nothing. It costs quite a lot of money to go shopping at the Metrocentre (5 marks). Shopping at the Metrocentre will take most of the day, but because there is a greater variety of things to do at Whitby, the Abbey, the harbour, amusements, shops and the Dracula Museum then that might fill the full day better (6 marks)

(b) No mark for area name.

Level 1 Basic (1-3 marks)

Simple statement(s) about home-based leisure facilities. At the top of Level 1 there may be an occasional simple link to the target group.

Possible response:

Darlington has take-aways like McDonalds (1 mark). Blockbusters is a place to rent videos and you can buy computer games at places like HMV (2 marks). Ottakers bookshop has books teenagers read. (3 marks).

Level 2 Clear (4-6 marks)

Clear description of a range of home-based leisure facilities in the named place. There is some clear linkage to the needs of the named group. Higher Level 2 answers will have more links for a wider range of facilities.

Possible response:

Darlington has quite a few take-aways in the town centre like McDonalds and Speedy Pepper on Skinnergate. Blockbusters off Grange Road is a good place for teenagers to rent videos made for them (4 marks) and you can buy computer games at a specialist teen shop in Clarke’s Yard (5 marks). Ottakers Bookshop in the Cornmill is really good and has a special section for teenage readers (6 marks).

Level 3 Detailed (7-9 marks)

Clear discussion of the pros and cons of a range of home-based leisure facilities in the named place meeting the needs of the named group.

Higher Level 3 answers will have more detailed evaluation for a wider range of facilities.

Possible response:

Darlington has quite a few take-aways in the town centre like McDonalds and Speedy Pepper on Skinnergate. At night this has lots of drinkers, which might be OK for the 19-year-olds, but ones on local estates are better for the 14 year olds. Blockbusters off Grange Road is a good place for teenagers to rent videos and you can buy computer games at places like HMV and there’s a specialist teen shop for them in Clarke’s Yard. So these facilities are pretty good for 14-19 year olds. (7 marks). Ottakers bookshop in the Cornmill is really good and has a special section for teenage readers, but it is the only true bookshop. (8 marks). The main library is right in the centre too but it has more of a children’s section than it does a teenage one. (9 marks) (9 marks)

Total for Question 6: 21 marks