



General Certificate of Secondary Education

Leisure & Tourism 3841

Double Award

3840-1 Written Paper

Mark Scheme

2006 examination – June 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 box 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) (i)	<p>A trip away from home for leisure purposes taken within the country where the tourist resides. 1 mark for ‘domestic’ and 1 for ‘holiday’ correctly defined. Allow 1 mark for a correct development example of ‘domestic’. Possible response: <i>The person stays in the UK or in their own country (1 mark), for a leisure trip away from home (2 marks). Or, The person stays in the UK (1 mark) for a holiday, for example a Londoner going for a holiday in the Lake District (2 marks).</i></p>	(2 marks)
(ii)	Air	(1 mark)
(iii)	<p>Two road transport methods. Possibilities include: bus, coach, taxi, cycle, motorcycle, minibus, camper van, walking. 1 mark per correct method.</p>	(2 marks)
(b)	No marks for name of seaside town/city or travel method.	
	<p>Level 1 Basic (1-3 marks) Simple reasons are stated, probably generic and possibly as a list. At upper Level 1 some explanation will be attempted. Possible response: <i>Scarborough.</i> <i>Car.</i> <i>Going by car means you can travel when you want (1 mark), might be cheaper for four (2 marks) because there’s only one lot of petrol (3 marks).</i></p>	
	<p>Level 2 Clear (4-6 marks) Clear explanation is given. Explanations relate to the family or travel to the named seaside town/city. One or the other is likely to be low Level 2 both mid Level 2. At upper Level 2 explanation will show some understanding of relative merits perhaps by including reference to the chosen method being better than another or commenting on there being little to choose between the recommendation and other methods. Possible response: <i>Scarborough.</i> <i>Car.</i> <i>There is only 1 rail link to Scarborough (from York) so families from other places are more likely to choose a car (4 marks). For a family of four the car can be cheaper because they only have to pay for 1 tank of petrol and not four separate train tickets (5 marks) although there may not be that much difference because there may be a cheaper family ticket available on the train (6 marks).</i></p>	(6 marks)
Total for Question 1: 11 marks		

Question 2	Expected Response	Marks
(a) (i)	1 mark per <u>product/service</u> identified. Do not accept giftshop and classic film comedy on their own. 1 mark for clear link to both specified customers. Max 2 per product/service chosen. Possible response: <i>Underground coal mine tour (1 mark) because the grandparent could show the grandchild how people worked in their day (2 marks)</i>	(4 marks)
(ii)	A facility where the past is re-enacted partly by real people acting out roles such as Possible response: <i>A living museum is where actors dress up to help visitors understand (1 mark). For example(2 marks).</i>	(2 marks)
(b)	No mark for choice.	

Level 1 Basic (1-3 marks)

Simply states a location and/or appeal of the chosen site. Low Level 1 will be one or the other, upper Level 1 must either include both or a more developed response to either location or appeal, which lacks the other section. Do not accept just London for Tower of London. Need detail within London.

Possible response:

Hadrian's Wall is in Northumberland (1 mark) and it is interesting to see what the Romans built (2 marks) and it helps with history at school (3 marks).

Level 2 Clear (4-6 marks)

Location and/or appeal are clearly described for the chosen site, but reference is made to both. Lower Level 2 will be clear for one or the other while upper Level 2 will be clearly descriptive of both. For full marks variation of appeal will be shown.

Possible response:

Hadrian's Wall stretches from Wallsend near Newcastle, through the Northumberland National Park, west to the Cumbrian coast.

Parts of the wall itself have been conserved for visitors to enjoy

(3 marks) imagining being Roman soldiers. (4 marks). Museums like

Vindolanda help children on school trips understand what life was like for

ordinary people on the Roman Empire's frontier (5 marks). Hiking along the

route of the Wall provides exercise and fresh air with magnificent views such as over Crag Lough west of Housesteads

(6 marks).

(6 marks)

Total for Question 2: 12 marks

Question 3	Expected Response	Marks
(a) (i)	1 mark per correct component Δ = catering \star = arts and entertainment whether listed on Figure, or component symbol, marked on list.	(2 marks)
(ii)	1 mark for 2 identified facilities from the map. 1 mark for a clear appropriate programme. Possible response: For 1 mark – <i>Ardennes Restaurant, Bull Inn.</i> For 2 marks – <i>After a meal in the Ardennes Restaurant they could walk along West Street to enjoy a drink and chat at the Bull Inn.</i>	(2 marks)
(b) (i)	No mark for naming area or component. Must be either home-based leisure or countryside recreation, or 0 marks.	
	<p>Level 1 Basic (1-2 marks) May be general, lacking a clear sense of place. Some leisure provision belonging to one of the components named in the question is identified. Low Level 1 responses may simply identify one such facility, higher Level 1 have plural facilities or attempted description. Possible response: <i>Home-based leisure.</i> <i>There is the library (1 mark) and there are shops like the Blockbuster video one (2 marks).</i></p>	
	<p>Level 2 Clear (3-4 marks) Clearly descriptive about the named area's range of provision in an appropriate component. Lower Level 2 responses may show sense of place in part of the answer, upper Level 2 throughout or in most of the answer. Possible response: <i>There is a range of home-based leisure facilities in Darlington town centre. You can borrow books and also rent CDs from the main library. There are video rental shops (3 marks) like Blockbusters off Grange Road and record shops like HMV in the Castlegate where Ottakers bookshop is (4 marks).</i> <i>There are home computer and photography shops too – on Post Office Wynd there is one of each.</i></p>	(4 marks)

Question 3 (Cont.)**Marks**

- (ii) Should be the same area as in (i). Allow Level 1 marks if not.

Level 1 Basic (1-3 marks)

Likely to be general, lacking in specific sense of place. Simple descriptive points are made about change in leisure provision. Lower Level 1 responses may make one simple point, mid Level 2 responses referring to more change and upper Level 3 answers may attempt some explanation.

Possible response:

20 years ago there wasn't a leisure centre (1 mark). The Video and computer shops were not there before (2 marks) because these are quite new inventions (3 marks).

Level 2 Clear (4-6 marks)

Showing a clear sense of place, a clear explanation of change appropriate to being within the last 20 years is given.

Possible response:

The Dolphin Centre is a large leisure centre with a pool in the Market Place, which was not there over 20 years ago. It was put there by the council to improve facilities for the people of Darlington. The growth of home videos and computers has led to changes in home-based leisure facilities (4 marks). Video shops have become national chain organisations like Blockbusters (5 marks) and there are more computer gaming shops like the one in Clarke's Yard (6 marks).

(6 marks)

- (c) **Level 1 Basic (1-2 marks)**

Simple statements appropriate to Tourist Information Office staff. Likely to refer to methods in a 'listy' way.

Possible response:

Ring up (1 mark). Send an e-mail (2 marks).

Level 2 Clear (3-4 marks)

Clear description of method(s) appropriate to Tourist Information Office staff identifying the type of information sought. Upper Level 2 where 1 method is developed by at least 2 clear descriptive points or 2 methods are each clearly described.

Possible response:

Ring round the hotels (Level 1) to find out which have sufficient bedrooms available (3 marks) and which have restaurants large enough for the coach party members (4 marks).

*(4 marks)***Total for Question 3: 18 marks**

Question 4	Expected Response	Marks
(a) (i)	Y = Cardiff / Z = London Gatwick (Accept Gatwick) 1 mark each	(2 marks)
(ii)	1 mark each correct match B = Torquay / C = Llandudno Do not accept a letter as correct if it is repeated.	(2 marks)
(iii)	1 mark for each correct location marked on the map. L = Larne H = Harwich	(2 marks)
(iv)	Brecon Beacons.	(1 mark)
(v)	M6.	(1 mark)
(b) (i)	1 mark per correct piece of evidence taken from Figure 5. Possibilities include: Many spectators, many vehicles parked, numbers of tables and chairs for catering, large number of courts, large stadia.	(2 marks)
(ii)	In the southern (1) suburbs (1) of London (1) on Church Road (1), Wimbledon. Max 2. 1 mark per correct point. No mark for unqualified repetition of the word "Wimbledon".	(2 marks)
(iii)	1 mark per properly named major sporting venue and 2 nd for correctly paired sport. Example: Wembley Stadium, football. Accept those listed in spec and Wembley Stadium.	(4 marks)
(c)	No mark for area name. Not countryside. No marks.	

Level 1 Basic (1-3 marks)

Simple statement(s) of location and/or offering of countryside area. Upper Level 1 making plural points for either or a clear description of one with the other omitted.

Possible response:

The Farne Islands.

Northumberland (1 mark).

Boat trips (2nd mark) *and bird spotting* (3rd mark).

Level 2 Clear (4-6 marks)

Clear description of location/offering of the named countryside area.

Upper Level 2 answers will clearly describe both elements.

Possible response:

The Farne Islands.

The Farnes are just off the coast of North Northumberland. They are a place you can visit to see the seals and birds (4 marks) on a boat trip from Seahouses (5 marks) which can include a visit to the Longstone Lighthouse from where Grace Darling rescued shipwrecked sailors (6 marks).

(6 marks)

Total for Question 4: 22 marks

Question 5	Expected Response	Marks
	<p data-bbox="391 291 1300 358">Point mark. 2 marks per factor given in the question. Accept age group as a factor though it is not listed.</p> <p data-bbox="391 358 1260 459">1 mark per each simple explanatory point with the second mark for development specifically linked to the woman in Figure 6 and her chosen leisure activities.</p> <p data-bbox="391 459 614 492">Possible response:</p> <p data-bbox="391 492 718 526"><i>How much money to spend.</i></p> <p data-bbox="391 526 1197 560"><i>Because she's an old-age pensioner she doesn't have a lot of money</i></p> <p data-bbox="391 560 1260 593"><i>(1 mark), so she can afford the Shakespeare Hall dance because it is only</i></p> <p data-bbox="391 593 798 627"><i>£1.50 with tea included (2 marks).</i></p>	<p data-bbox="1364 593 1490 627"><i>(6 marks)</i></p> <p data-bbox="1109 660 1490 694">Total for Question 5: 6 marks</p>

Question 6	Expected response	Marks
(a) (i)	<p>No mark for region name. 2 marks per day. 1 mark for a clear idea of a specific attraction, destination or travel method. No marks for simple repetitions (e.g. of transport method). 2nd mark for a clearly stated and appropriate 2nd idea. Possible response: <i>Northumbria.</i> <i>Day 1. Travel to Newcastle by train and go to Malmaison Hotel (1 mark).</i> <i>Use the afternoon by visiting the Baltic art gallery (2nd mark).</i></p>	(6 marks)
(ii)	<p>Level 1 Basic (1-3 marks) Simple or general reason(s) is/are given to justify the choice(s) in (i). Low Level 1 may provide a single simple reason. Top Level 1 will include simple reasons for all 3 days, with reasons for 2 days or 2 activities within a single day or across the visit scoring at mid-Level 1. Possible response: <i>Newcastle is on the main railway line so it is easy to get there by train (1 mark). Going to the Baltic Art Gallery in the afternoon is a good idea because it takes about half a day (2 marks). Going to Alnwick Garden on Day 2 is good because it will take up time getting there and back. Day 3 going to Durham City is good because they can visit on their way back home if they are from the South (3 marks).</i></p> <p>Level 2 Clear (4-6 marks) Clear explanation specifically linked to the needs of a couple in their 30s visiting the region identified by (i). Top Level 2 will achieve this for all 3 days, low Level 2 for 1 activity on 1 day and mid Level 2 for either 2 days or 2 activities on 1 day. Possible response: <i>Newcastle is on the main railway line so it is easy to get there by train which only takes up the morning so going to the Baltic Art Gallery in the afternoon is a good idea for the couple in their 30s because they are young enough to have plenty of energy left (4 marks). Going to Alnwick Garden on Day 2 is good because it is an attraction that mostly interests adults and without children they have the flexibility to travel there by bus (5 marks). Day 3 going to Durham City is good because they can visit on their way back home if they are from the South. Again they are young enough to want to squeeze another visit in (6 marks).</i></p>	(6 marks)

Question 6 (cont)**Marks****(b) Level 1 Basic (1-3 marks)**

No mark for job. Simple statement(s) of how a job in leisure/travel and tourism would suit the candidate. Low Level 1 will be achieved by a single such statement. Plurality will access mid Level 1 and top Level 1 will be reached by attempted simple explanation in addition.

Job must be either travel and tourism or leisure or 0 marks. Allow answers approached from the ‘this job does not match at all ...’ perspective.

Possible response:

A travel agency job would suit me because I’m studying Leisure and Tourism (1 mark) and I can talk to customers well (2 marks) which helps because dealing with people is a big part of a job like that.
(3 marks).

Level 2 Clear (4-6 marks)

Clear linkage between doing a specified job from either the leisure or the travel and tourism industry and the candidate’s interests, skills, personal qualities or/and future aspirations is explained. Low Level 2 achieved when one such specific clear link is explained. Mid Level 2 when links to at least 2 of the candidate’s interests, skills, personal qualities and future aspirations are clearly explained. Top Level 2 when:

- either all of candidate interests, skills, personal qualities and future aspirations are clearly explained;
- or at least 2 of candidate interests, skills, personal qualities and future aspirations are clearly explained with some development.

Possible response:

Being a travel consultant in a travel agency would be good for me because I have always been interested in different places and what they’re like to visit so I could sell holidays there (4 marks). I have good IT skills that I have learned at school, which matters because lots of travel agency bookings are done using computers (5 marks). I hope to do AS Travel and Tourism next year so I’ll be even better qualified to look for a travel consultant job (6 marks).

Level 3 Detailed (7-9 marks)

Detail of the extent to which doing a specified job from either the leisure or the travel and tourism industry matches the candidate’s interests, skills, personal qualities or/and future aspirations is discussed. Low Level 3 achieved when one such specific link is successfully discussed. Mid Level 3 when links to at least 2 of candidate interests, skills, personal qualities and future aspirations are successfully discussed. Top Level 3 when all of candidate interests, skills, personal qualities and future aspirations are successfully discussed.

Possible response:

To be a travel consultant in a travel agency would be good for me because I have always been interested in exotic faraway places although I know a lot of holiday’s people book might just be short-haul like Spain and that wouldn’t be as interesting for me (7 marks). I have good IT skills that I have learned at school, which matters because lots of travel agency bookings are done using computers although I haven’t used any of their special software yet so I could do with some work experience if I want to get a job (8 marks). I am an out-going cheerful person so can talk to customers well and hope to do AS Travel and Tourism next year so I’ll be

even better qualified to look for a travel consultant job then, although if I can do it well I might go on to A2 and even university which would mean upgrading my ambitions to a management job in the industry instead (9 marks).

(9 marks)

Total for Question 6: 21 marks