



## **General Certificate of Secondary Education**

# **Leisure & Tourism 3841** *(Double Award)*

## **3840/1 – Investigating Leisure & Tourism**

# **Mark Scheme**

*2007 examination – June series*

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<b>Question 1</b>	<b>Marks</b>
<p>(a) (i) Point mark. <b>Possibilities include:</b> <i>There is tuition provided, there are specific fishing zones for beginners and experts, warm welcome, rod hire, friendly and knowledgeable staff.</i></p>	(2 marks)
<p>(ii) Point mark per reason. <b>Possibilities include:</b> <i>There are other things for them to do (1), feed the fish (1), have a barbecue (1), buy from the farm shop (1), birdwatch (1).</i></p>	(2 marks)
<p>(b) (i) Point mark, 1 for each correct activity. <b>Possibilities include:</b> <i>horse-riding, birdwatching, rambling.</i></p>	(2 marks)
<p>(ii) Point mark. 1 for simple suggestion, 2<sup>nd</sup> mark for development. <b>Possible response:</b> <i>By travelling to Hawkshead (1) from outside the area (1), may have to stay overnight (1).</i></p>	(2 marks)
<p>(c) (i) No marks for naming the area. 2 marks for each method. 1<sup>st</sup> mark for simple suggestion, 2<sup>nd</sup> for clear description. <b>Possible response:</b> <i>Darlington.</i> <i>I did a survey (1) by marking facilities of each component on a map (1).</i></p>	(4 marks)
<p>(ii) 1 mark per component explained. <b>Possible response:</b> <i>The Dolphin Centre belongs to physical recreation because you can swim in its pool (1) and to catering because of its café (1).</i></p>	(2 marks)
<p>(iii) Point mark. 2 marks per customer type. 0 marks if countryside recreation. <b>Possible response:</b> <i>Facility: Dolphin Centre, Darlington</i> <i>Customer type 1: teenagers</i> <i>It meets the needs of teenagers by having a water-slide (1) which is more fun with your friends than just swimming up and down (2).</i> <i>Customer type 2: families with young children</i> <i>There is a kiddies' pool (1) so that very young children can play safely in shallow water (2).</i></p>	(4 marks)

**Total Marks for Question 1 = 18**

<b>Question 2</b>	<b>Marks</b>
<p>(a) (i) Point mark. <b>Possible response:</b> <i>S/he meets with the customer so that's public (1) and does so on behalf of his/her employer (1) – that's the face of the company.</i></p>	(2 marks)
<p>(ii) Point mark per correct suggestion or development. <b>Possible response:</b> <i>Reps are front-line people facing customers every day (1) so that any problems can be amicably sorted out (1) so the customer is satisfied (1) and will be happy to book with the company again (1).</i></p>	(2 marks)
<p>(b) 1 mark for each correct ring. No marks if more than two jobs ringed. <i>restaurant manager</i> <i>fitness instructor</i></p>	(2 marks)
<p>(c) (i) Any appropriate suggestion (travel and tourism job involving travel and dealing with people). <b>Possibilities include:</b> <i>cabin crew member, kids' club supervisor.</i></p>	(1 mark)
<p>(ii) Point mark for suggested ways and/or their development. 2 marks per method. 1 for source and 2<sup>nd</sup> for what she'd do. <b>Possible response:</b> <i>Sereena could go to the careers library (1) and look in the 'Occupations' manual (2). She could go on the internet to a website like Careers Compass (3) and look up qualities needed for the suggested job (4).</i></p>	(4 marks)
<p>(d) (i) Correctly naming seaside town/city. Must be seaside to score.</p>	(1 mark)
<p>(ii) Point mark: 1 mark for correct airport 2 marks for route 3x2 marks for ideas – 1<sup>st</sup> mark for simple ideas appropriate to customer type need, 2<sup>nd</sup> for detail such as name. Interpret appropriateness broadly. For full marks at least one afternoon and one evening activity should be clear. <b>Possible response:</b> <i>Durham City</i> <i>Newcastle Airport is nearest (1) (Durham Tees Valley acceptable)</i> <i>Follow the A1 from Newcastle (1) and take the A690 turn off for Durham (1).</i> <i>Idea 1 – Go to the Gala Theatre (1) to see a show in the evening (1).</i></p>	(9 marks)

**Total Marks for Question 2 = 21**

**Question 3****Marks**

- (a) 1 mark per correct arrow to a maximum of 2.  
More than 3 arrows, no marks.
- Bisham Abbey → Near Marlow in Buckinghamshire. Includes £1.2 million international hockey pitch and judo hall for the National Judo Academy.
- Crystal Palace → In South London. Facilities include an internationally famous athletic stadium with seats for 16 500 people.
- Lilleshall → In Shropshire. It has British Olympic Association accreditation for its gymnastics and archery facilities. (2 marks)
- (b) (i) Plas y Brenin (1 mark)
- (ii) Point mark.  
**Possible answer:** *Plas y Brenin provides courses in mountain activities like rock climbing (1) including two hour taster sessions (2). There is accommodation provided for participants (3) in 2 self-catering blocks (4).* (4 marks)
- (c) No marks for name alone.  
1 mark for location and 1 for matching purpose.  
**Example:** *Lords is in north London (1) the home of the MCC (2).* (2 marks)

**Total Marks for Question 3 = 9**

<b>Question 4</b>	<b>Marks</b>
(a) (i) 1 mark, 100 000 or double or from 100 000 to 200 000.	(1 mark)
(ii) 1 mark per appropriate reason with 2 <sup>nd</sup> for development. <b>Possibilities include:</b> <i>Relaxed visa requirements (1) mean that Chinese people other than students and business people can come (2).</i> <i>Rapidly growing Chinese economy (1) means that more people in China can afford it (2).</i> <i>More flights (1) mean that people from Shanghai can get to the UK easily as well (2).</i>	(4 marks)
(b) (i) 1 mark per appropriate suggestion of positive, economic impacts. <b>Possibilities include:</b> <ul style="list-style-type: none"> <li>• <i>more jobs created</i></li> <li>• <i>increased revenue for the UK/London/tourism business</i></li> <li>• <i>business open/stay open</i></li> </ul>	(2 marks)
(ii) Point marked. <b>Example response:</b> <i>More jobs created.</i> <i>Tourists spending more money in hotels and restaurants (1) makes these businesses busier and more profitable (2) so they take on extra staff like reception staff and waiters to cope with the greater demand (3).</i>	(3 marks)
(c) Merits only are creditworthy. <b>Level 1 – Basic (1–3 marks)</b> Simple statement/s of what is good about air/rail/road travel. Generalised and likely to lack relativity. Upper Level 1 answers may attempt an explanation that addresses the actual scenario or considers the relativity of merits in a limited way. Road travel may be by public and/or private transport. <b>Possible response:</b> <i>Air journeys are faster (1). Road is cheaper (2). Rail may be quicker between London and Manchester city centres (3).</i>  <b>Level 2 – Clear (4–5 marks)</b> Clear explanation of the relative merits of at least two of the methods in the question. Set in the context of the scenario. Full marks answers will clearly explain the relative merits of all three methods. <b>Possible response:</b> <i>Actual air flights take less time than rail journeys but for a short trip like London to Manchester, it can be just as quick between city centres to travel by train when transfer times to and from out-of-city airports are taken into account. Also, business people often stay in and attend meetings at city centre hotels so train may suit the visitor best (4). While road transport by coach might be cheaper, the business visitor may not see it as appropriate. The company will be able to afford to pay for the train or plane (5). In any case it would take longer and the visitor wants to go to Manchester and return to London in a day so there isn't time to spare.</i>	(5 marks)

**Total Marks for Question 4 = 15**

**Question 5**

**Marks**

- (a) (i) 1 mark for each appropriate suggestion.  
**Possibilities include:**  
*It's a famous landmark*  
*It is the home of the Queen/Royal Family in London*  
*To see the Changing of the Guard*  
*To see the art collection.* (2 marks)
- (ii) 1 mark for each appropriate suggestion. Second must be clearly different to score.  
**Possibilities include:**  
*An exit survey (count) of tourists leaving the museum.*  
*A questionnaire of Chinese tourists in London asking where they'd been.* (2 marks)
- (b) (i) 1 mark for a correct London art gallery.  
1 mark for a correct museum in London. (2 marks)
- (ii) Point mark.  
Allow marks for a London attraction.  
**Possible response:**  
*The National Gallery. It has art for all tastes (1), is free (1) and is centrally located (1) in Trafalgar Square.* (3 marks)

**Total Marks for Question 5 = 9**

**Question 6****Marks**

- (a) **B = Cambridge**  
**C = York**  
**D = Bath**

*(3 marks)*

- (b) (i) No mark for city name. If not Cambridge, York, Bath, max Level 1.

**Level 1 – Basic 1–3 marks**

Simple ideas of travel method and named attractions. For 3 marks an attempt at producing a programme will have been made using both elements.

**Possible response:** *Get the train to York (1). Visit the Castle Museum (2). See the old Shambles Street before catching the train (3).*

**Level 2 – Clear 4–6 marks**

A clear programme of travel/attractions and activities will be described using developed ideas. At top Level 2 both days will be clearly described in a programme appropriate to 2 days and so will travel.

**Possible response:** *Catch the train to York on the first morning returning the second evening. In the first afternoon visit the Castle Museum if it's raining or walk around the walls if the weather is dry, before going to see the famous medieval street called the Shambles (4). On day 2 they should go to see the Minster in the morning (5 marks) and wander through the historic centre soaking up the medieval atmosphere before returning to catch a late afternoon train back to Kings Cross (6).*

*(6 marks)*

- (ii) **Level 1 – Basic 1–3 marks**

Simple reasons are separately advanced. At upper Level 1 there may be some attempt to justify the programme.

**Possible response:** *Use the train because it is quick (1). Go to the Castle Museum because it teaches you about York's past (2). You can walk there from the station (3).*

**Level 2 – Clear 4–6 marks**

Clear justification(s) of the programme are advanced. At upper Level 2 some attempt at detail will be made and for top marks both travel plans and ideas will be clearly justified.

**Possible response:** *Because the train to York only takes 2 hours, the morning is plenty of time to travel there, leaving the afternoon free to see some sights (4). It might rain so I have suggested wet (Castle Museum) and dry (walking the walls) alternatives (5). They have 2 days so there's at least the morning available on the 2<sup>nd</sup> day to go and see the Minster – York's biggest landmark (6).*

**Level 3 – Detailed 7–9 marks**

Some detailed justification of the programme will be given with both parts justified in detail for upper Level 3. For full marks the detailed justification will include placing the excursion in the context of the Chinese visitors' trip to the UK.

**Possible response:** *Express trains run from Kings Cross in London to York in only 2 hours with few stops. The station is central so they can*



*walk where they want to go easily or get a taxi to their hotel – there are plenty in the city centre (7). The weather in Britain is variable so I suggest a wet weather idea (the Castle Museum where it takes an hour or two to learn about York's history) and dry weather activity (walking round the historic walls that encircle the city centre) (8). They only have two days and will want pictures of themselves at the iconic York Minster but I suggest they set off again in the afternoon so they are not over-tired to return to London (9).*

*(9 marks)*

**Total Marks for Question 6= 18**