



General Certificate of Secondary Education

Leisure & Tourism 3841 *(Double Award)*

3840/1 Investigating Leisure & Tourism

Mark Scheme

2007 examination - January series

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| Question 1 | Marks |
|---|-----------|
| (a) (i) Home based leisure | (1 mark) |
| (ii) Any two correct points. Possibilities: customers can contact them (1), advertising (1), people can see when they are open (1), what they have to sell (1), buy online (1). | (2 marks) |
| (b) Historic buildings (1), theme parks (1). If they tick more than 2 boxes – 0 marks. | (2 marks) |
| (c) (i) No marks for naming area or component. General range (1) clear examples of place-specific provision (2). Example: <i>Darlington Catering</i> <i>There is a variety of cafés, restaurants and pubs (1), for example the Imperial Express is an Italian café (2) and Ochi's is a Caribbean restaurant (1).</i> | (3 marks) |
| (ii) Level 1 (Basic) 1-2 marks Simple change(s) are identified. Answers are likely to be general rather than place specific. At 2 marks some description may be attempted. <i>Example: Now we have Leisure Parks. There are more eating places like KFC that are drive-ins.</i> | |
| Level 2 (Clear) 3-4 marks Clear description of change in the named area from (i) showing a sense of place and time. <i>Example: More leisure facilities like the KFC at Morton Park have opened on the edge of Darlington because more people drive when they go out and they can park their cars there easily or just drive through and collect the fast food. The Blockbuster video-shop at the end of Grange Road has a car park, but 20 years ago they were fewer and smaller video-hire shops because fewer people had video players then. People can afford to eat out more now, so there are more restaurants like Ochi's in the town centre as well as in pubs out of town like the Talbot in Bishopton.</i> | (4 marks) |
| (iii) 1 mark per reason. Examples: <i>Increased car ownership. More leisure time. Higher disposable income. Growth of national leisure chains. Population change in the area. Change in the form of leisure activities.</i> | (2 marks) |

Total Marks for Question 1: 14

| Question 2 | Marks |
|---|------------------|
| <p>(a) (i) 1 mark per piece of evidence from Figure 2. Possibilities: <i>all have wheelchair access through entrances/doors.</i> <i>Both buildings have 1 bar not wheelchair accessible.</i> No credit for copying.</p> | <i>(2 marks)</i> |
| <p>(ii) 2 marks per method – 1 for simple identification of the method and the 2nd for a clear description indicating how the source is used. Example: <i>I could use the theatre's website (1) to note down information about access for wheelchair users (2).</i></p> | <i>(4 marks)</i> |
| <p>(iii) 1 mark per reasonable suggestion of why it matters for the theatre to make provision. Example: <i>1: to attract more customers (1)</i> <i>2: to be seen to comply with equal opportunities rules (2)</i></p> | <i>(2 marks)</i> |
| <p>(b) (i) 1 mark for how it is leisure and 1 for how it is tourism. Example: <i>A visit to the theatre is leisure because it is spare-time fun (1) and tourism if it involves going to a place where you don't normally live (2).</i></p> | <i>(2 marks)</i> |
| <p>(ii) Levels of response Level 1 Basic (1-2 marks) Simple statement(s) of provision. 1 for leisure and 1 for tourism. Possible response: <i>Bus companies run services to leisure parks (1) and weekend trips away to Blackpool (2).</i></p> <p>Level 2 Clear (3-4 marks) Clear explanation of how provision is for the leisure market and for tourists. Low Level 2 will explain either leisure or tourism clearly and upper Level 2 will explain both clearly. Possible response: <i>Bus companies have local services that take customers to the leisure park for an evening's leisure in their own area. They also put on excursions like a weekend trip away (3) with overnight stay in a seaside resort like Blackpool (4).</i></p> | <i>(4 marks)</i> |

Total Marks for Question 2: 14

Question 3**Marks**

- (a) (i) 1 mark for each correct answer.

| | |
|----------|---------------|
| W | Torquay |
| X | Bristol Zoo |
| Y | Chester |
| Z | Lake District |

(4 marks)

- (ii) 1 = M5
-
- 2 = M6

(2 marks)

- (b) (i) 1 mark per clear idea.

Example: *A National Park is a large area of countryside protected from development that would spoil it (1). To be a National Park the area must be designated by law (2).*

(2 marks)

- (ii) 1 mark per clear idea. Seaside idea needed to score 1 of 2 marks.

Examples: *A heritage coast is a seaside area that has very attractive scenery or historic significance (1) and is legally protected from development that would spoil it (1). A heritage coast is not a National Park but has some protection to conserve it (1).*

(2 marks)

- (c) (i) No mark for naming area.

2 points per attraction. 1 for clearly identifying an attraction, 2nd for description of what attracts people.

Example: *North Northumberland coast. Bamburgh Castle (1) is stunningly situated on a cliff overlooking a sweeping, sandy beach (2).*

(4 marks)

- (ii) The answer is about the area named. 0 marks if a switch is made to another area.

1 mark for local airport names. No mark for road transport suggestion. Justification 3 marks. Point mark per reason given.

Example: *Newcastle Airport (1)*

Hire a car (0)

It is only an hour's drive to the North Northumberland coast (1), mostly along the main A1 road so it's easy (1). Rail would be more awkward because they'd have to use the Metro into Newcastle first (1).

(4 marks)

Total Marks for Question 3: 18

Question 4**Marks**

- (a) 1 mark for each correct match up to a maximum of 2.

| | |
|------------------------|---|
| Negative economic | 2 |
| Positive social | 4 |
| Negative environmental | 1 |

(2 marks)

- (b) (i) 1 mark for one reasonable way.

Examples: *Allow access by locals' cars only. Build a car park for tourists outside the village. Park and Ride scheme*

(1 mark)

- (ii) 1 mark for a suggested reason and the 2
- nd
- and 3
- rd
- marks: either for further suggestions or for development/exemplification.

Example: *Money from tourism can be spent on improving the environment (1) for example by restoring older buildings in historic cities (2) or improving landscaping in seaside towns/cities. (3).*

(3 marks)

- (c) Level 1 (Basic) 1-3 marks

Simple suggestions probably in a general rather than place-specific context without clear link to sustainability. At the upper end there will be some attempted explanation.

Example: *The Lake District. Put in more litter bins (1) and have park and ride schemes (2) because they will cut pollution (3).*

Level 2 (Clear) 4-6 marks

Clear explanation set in the context of a named destination. Top Level 2 answers will demonstrate a clear understanding of sustainability.

Example: *The Lake District. Restricting the number of cars on some of the narrow roads of the Lake District, like from Keswick along Borrowdale, would help local people and tourists move along the valley without getting stuck as often (Level 2, 4 marks). This would reduce noisy, unsightly, polluting traffic saving people time and money. Encouraging tourists to stay with local farming families in valleys like Langdale helps them understand traditional life better (5 marks) and helps farmers' families' income so they are more likely to stay on the land, conserving the landscape by continuing hill sheep farming (6 marks).*

(6 marks)

Total Marks for Question 4: 12

Question 5**Marks**

(a)

Level 1 (Basic) 1-3 marks

Simple descriptive statement(s) are made based on Figure 6. Not just copying.

Example: *Most popular is walking (1). Snooker comes next for men (2) while about the same % of women (16%) go to keep fit or yoga (3), which doesn't surprise me.*

Level 2 (Clear) 4-6 marks

Clear comment(s) will be made as the candidate responds to the data presented by Figure 6. At the top end some justification for the response will be given.

Example: *Walking is more than twice as popular for both genders than the next ranked activity of keep fit/yoga which involves 16% of women and snooker/pool/billiards for men with participation of 15%. This may indicate a higher level of health consciousness among women. (Level 2, 4 marks). Looking down the rest of the top ten lists shows that healthy activities are 8 out of ten for women and the same for men (5 marks) but the 15% snooker figure makes it more popular than any of the more active male pursuits except walking (6 marks).*

(6 marks)

(b)

Level 1 (Basic) 1-3 marks

Simple statements of factors taken into account, largely lifted from the list provided. At the upper end some explanation may be attempted, perhaps of just one factor. Explanation of one factor only will limit marks to Level 1.

Example: *I play football with my friends. It's what interests me (1). There's a pitch nearby on our estate (2) and so that means I don't need a lift (3).*

Level 2 (Clear) 4-6 marks

At least two factors involved re considered. At the threshold of the level at least one of these will be clearly explained. There is clear linkage with leisure choice(s) made by the candidate. At the top of Level 2 some detail about one of the factors may be introduced.

Example: *On Saturday nights my friends and I sometimes go to the cinema. Usually I go along with the film the others choose which is their influence but sometimes I can change their minds. Usually we go for the one in fashion (Level 2, 4 marks) – the one that people at school our age are talking about most of that week (5). Usually it's also been advertised a lot on the TV or has hit tune on the soundtrack (6).*

Level 3 (Detailed) 7-9 marks

Explanation of how at least two factors that affect the candidate's leisure are linked to their own choices. At the lower end at least one of these two factors is detailed. At the upper end some indication of how factors impinge on each other to lead the candidate to choose will be expected for full marks.

Example: *I chose to do trampolining on Monday nights mostly because most of my friends wanted to do it. They persuaded me that it would be good to do something physical after working hard at school in the day and said that it didn't matter I wasn't an expert so I tried it out for a*

week. It's only possible because I can have a lift home from my dad or one of my friends' parents (Level 3, 7 marks). They have a rota and swap over if one of them can't do one week so there is always transport available (8 marks). So it was both things coming together really that led me into it (9 marks).

(9 marks)

Total Marks for Question 5: 15

| Question 6 | Marks |
|---|-----------------------------------|
| <p>(a)</p> <p>Point mark. Possibilities: A person or business who: Gives information about holidays; has a middle role between operator and customer; exchanges currencies, sells holidays.</p> | <p>(2 marks)</p> |
| <p>(b)</p> <p>(i) Mark for identifying a service, 2nd mark for its description. Possible response: <i>On-line tour operators (e.g. Expedia) (1) have a website you can use to book your own travel directly. (2nd mark)</i></p> <p>(ii) Point mark per clear correct point made or for development of a single point, such as: improvements to the internet (e.g. broadband), can be done from home, offers greater privacy. Possible response: <i>More people have personal computers (1) and online travel services are more widely advertised (2 marks).</i></p> | <p>(2 marks)</p> <p>(2 marks)</p> |

Total Marks for Question 6: 6

Question 7**Marks**

- (a) Point mark ways of contacting Smallbrook
Examples: *Telephone the number on Figure 7. Access the website shown on the advertisement.* (2 marks)
- (b) British Premier League (1 mark)
- (c) Factors include:
 route to take (which ferry) timings
 speedway's appeal to the teenagers speedway's appeal to the mother

Level 1 Basic (1-3 marks)

Simple mention of one or more factors. Likely to be listy. Upper Level 1 answers may show some attempted explanation.

Possible response:

Speedway is exciting and would keep the teenagers interested (1). They need to think about which ferry they'll catch (2), because they can only take the car on one of them (3).

Level 2 Clear (4-6 marks)

Clear explanation of factor/s or factors the family should consider in their planning. Lower Level 2 answers will have some clear explanation and some simple mentions with the proportion of clarity increasing up the level. Upper Level 2 answers will show clear explanation of a range of factors.

Possible response:

They need to think about if they'd all have fun. The speedway would be exciting for the teenagers because it is premier league and there are bars so the adult could have a drink if she wanted, so maybe they would. Another factor to think about is which way to go (4) because they can only take their car if they go on the ferry via Fishbourne not Ryde which is foot passengers only (5). The car would be easier and maybe cheaper because they can park it free at the stadium (6).

Level 4 Detailed (7-8 marks)

Detailed explanation of at least one factor from a range of clearly explained factors. Some appreciation of the balance between potentially conflicting factors may be shown. For full marks at least two factors will be explained in detail.

Possible response:

The family need to think about which ferry they should take because the Portsmouth to Ryde one doesn't take cars so they would need to arrange onward transport to the stadium which isn't actually in Ryde. They can use the Fishbourne one and drive but it would be a longer journey by a more round about route. Taking the car would make it easier to reach the stadium and the parking is free (7) but it would restrict the adult to soft drinks from the bars because she shouldn't drink and drive. This might not make it such a fun night for her as for the teenagers enjoying the top class speedway racing and the fast food (8).

(8 marks)

Total Marks for Question 7: 11