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QUALIFICATIONS
ALLIANCE

General Certificate of Secondary Education

GCSE Leisure & Tourism 3840/1
Double Award

3840/1 Investigating Leisure & Tourism

Mark Scheme

2008 examination - January series

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3840/1

Question 1

			Marks	AO
(a)	(i)	Going to the cinema → arts and entertainment. Eating out → catering Hill walking → countryside recreation 1 mark per correct arrow More than three arrows, 0 marks	3 marks	AO1
	(ii)	Name of component Accept: sport and physical recreation or children's play activities. (exact name not essential). List of facilities: 1 mark per correct included facility type. Example response: <i>Children's play activities</i> <i>This includes facilities such as adventure playgrounds (1) and play schemes (1).</i>	1 mark 2 marks	AO1 AO1
(b)	(i)	1 mark for simple statement of comparison. 2 nd mark for any correct use of data to compare. Example response: <i>Boys spend more hours a week playing computer games than girls (1) – 4 hours longer (2nd mark)</i>	2 marks	AO2
	(ii)	Levels Marked Level 1 – Basic (1-3 marks) Simple points are stated in a listy way. How or why. Possible response: <i>Less for teenagers (1). More for under 16s (2) and over 25s (3 marks).</i> Level 2 – Clear (4-6 marks) Lower: Both descriptions and suggested explanation are at least attempted with one or the other clear or developed. A single clear reason in addition to clear description raises the mark to Mid-Level 2. Top: both descriptions and suggested explanation are clear and at least two reasons are given. Possible response: <i>Older girls (16+) and young women play computer games for less hours a week because they have other choices (4) like going out or more studying to do (5). However, the figure rises again above the age of 25 to about 10 as more are at home more often in the evening (6) looking for home-based leisure activities.</i>	3 marks 3 marks	AO2 AO3

Question 2

			Marks	AO				
(a)	(i)	<p>An exhibit that can be manipulated by the user responding to what the exhibit does.</p> <p>1 mark for the idea that the visitor can engage actively 2nd mark for a development such as an example or that the display responds to the visitor’s action.</p> <p>Example response: <i>It might be a big computer screen that the visitor can press (1) and the screen will change to give more information about the display (1).</i></p>	2 marks	AO2				
	(ii)	<p>Accept up to 2 reasons: new technology, to interest children, attract more customers, falling costs of high-tech kit, new funding like sponsorship deals. Increase display variety/quantity. Reasons must relate to the museum rather than the customer.</p> <p>1 mark per reason.</p> <p>Example response: <i>1. Because there are better computers (1) 2. Because they want to attract more families (2)</i></p>	2 marks	AO1				
(b)	(i)	<table border="1" style="margin-left: 20px;"> <tr> <td style="padding: 2px;">A</td> <td style="padding: 2px;">British Museum</td> </tr> <tr> <td style="padding: 2px;">B</td> <td style="padding: 2px;">Tate Modern</td> </tr> </table>	A	British Museum	B	Tate Modern	2 marks	AO1
A	British Museum							
B	Tate Modern							
	(ii)	<p>1 mark per correct step (i.e. correct boarding/alighting station and correct Underground line). For full marks, the route must reach B or an adjacent tube station (Blackfriars, Southwark or London Bridge).</p> <p>Example response: <i>Get the Underground from Russell Square, using the Piccadilly line (1) to Leicester Square and then the Northern Line (2) to Embankment. Catch the District/Circle line to Blackfriars (3) and walk.</i></p>	3 marks	AO2				

(c)	<p>Levels Marked No mark for name.</p> <p>Level 1 – Basic (1-2 marks) Simple statements about location and general purposes of the named museum or gallery. Possible response: <i>Beamish Museum</i> <i>In North East England (1). Shows about life in the past (2).</i></p> <p>Level 2 – Clear (3-4 marks) Both location and purpose are correct. At the lower end at least one of them is clear description that shows a sense of place. For upper L2, either both are clear or one well developed and both correct.</p> <p>Possible response: <i>Beamish Museum is in County Durham, a few miles from the A1(M) at Chester-le-Street. By having a real mine you can go down (3), a town of real old buildings built again and a working tram it preserves past industrial objects (4).</i></p>	4 marks	AO1
	Total for Question 2	13 marks	

Question 3

			Marks	AO
(a)	(i)	<p>No marks for simple lifts. 1 mark for simple reason, 2nd for development. Allow up to 4 marks for any 1 well developed reason. Accept any valid reason.</p> <p>Example response: <i>The Metrodome is all indoor, so children don't get cold/wet (1) and parents want to avoid children catching colds (2). Extended opening during school holidays means children can go during the day when they are off school (3) and so they are less likely to be hanging around bored (4). Space Adventure opens straight after school so children can go without going home first (5) which might be good if parents are not back home from work until later (6).</i></p>	6 marks	AO2 AO3
	(ii)	<p>Two suggestions not on Figure 5. 1 mark each. <i>Possibilities: admission charges, party arrangements, how to get there, closing times, what the Space Adventure is, if there are catering facilities, how it suits different age groups, how it provides for a particular/special need.</i></p>	2 marks	AO3
(b)	(i)	<p>Levels marked No marks for attraction name. Accept a leisure or a tourism attraction.</p> <p>Level 1 – Basic (1-2 marks) Simple generic statements of what a visitor attraction offers. Possible response: <i>Edinburgh Zoo You can see the animals (1) and buy souvenirs like cuddly toys (2).</i></p> <p>Level 2 – Clear (3-4 marks) Clear description of what the named attraction specifically offers families with children. Possible response: <i>Edinburgh Zoo Feeding the sealions is fun for kids and is the first animal activity families can enjoy when they enter the zoo (3). The Penguin Pool has king penguins that families can see and its own souvenir shop for children to buy souvenirs (4) like cuddly toys to remember the penguins.</i></p>	4 marks	AO1
	(ii)	<p>No mark for customer type No marks if not the attraction from (i) 3 marks for explanation – point mark. Accept reasons that are reasonable for the stated customer type. Example response: <i>Senior citizens Senior citizens can go to the zoo in term time when it is less crowded (1) and so pay lower off-peak admission prices (2). Those elderly people who struggle walking far benefit from the Safari Shuttle jeep-bus that carries people around the zoo (3).</i></p>	1 mark 2 marks	AO2 AO3

	(iii)	<p>1 mark for one clear disadvantage stated relevant to the customer type. 2nd mark for its development.</p> <p>Example response: <i>A disadvantage for old people is that Edinburgh Zoo is set on a steep hill (1) so it is difficult for some of them to walk between all the animal enclosures (2).</i></p>	2 marks	AO3
		Total for Question 3	17 marks	

Question 4

	<p>Point Mark</p> <p>No marks for the name of the historic site. Accept a heritage site e.g. Beamish, Ironbridge, York.</p> <p>Up to 3 marks for appropriate “how to get there” points. Credit steps of a single route/alternatives and development points about getting there. 2 for reasons why it is educational. Credit what they learn; and 3 for reasons why it should otherwise be fun: credit any additional points specific to that site not previously mentioned..</p> <p>If not historic, 0 0 3 max possible marks. If not named but historic, 0 2 3 max possible marks. 1 mark each time for a simple statement with further marks up to the maxima above for further points or for development.</p> <p>Example response: <i>Chillingham Castle</i> <i>We can get there in the car from Newcastle (1) by driving north on the A1 (2) and then west on the signposted minor road (3).</i></p> <p><i>It will be educational because it is a real Medieval castle (1) which has been restored to show you just how the Lords of the Manor lived (2).</i></p> <p><i>Visiting Chillingham Castle will also be fun because it has a real torture chamber we can see (1) down in the dungeons (2) that has torture equipment like a real rack on which they used to stretch prisoners (3).</i></p>	<p>3 marks</p> <p>5 marks</p>	<p>AO1</p> <p>AO3</p>
Total for Question 4		8 marks	

Question 5

			Marks	AO
(a)	(i)	Blackpool	1 mark	AO1
	(ii)	<p>Point Mark</p> <p>Allow 1 mark for each reasonably stated benefit and up to another 3 for development. Max 4.</p> <p>Possible response: <i>more visitors, more spend, more business profits, temporary employment opportunities, publicity for the town, interesting event for locals too, keeping up interest at the end of the season.</i></p>	2 marks 2 marks	AO1 AO2
(b)		<p>Point Mark</p> <p>1 mark per reason and 2nd for example or development. Allow up to 3 marks for a single well developed reason. Possible reasons include the map giving places with other leisure options and the times the race passes.</p>	3 marks	AO2
(c)	(i)	<p>A domestic tourist is visiting a place for a short period that is outside the normal home and work area but within the same country. Point mark to maximum 2. 1 mark per key idea: short term/temporary (1), outside normal home/work area (1), stay in the same country (1). Credit an example – 1 mark.</p>	2 marks	AO1
	(ii)	<p>Special interest holidays are focused on a particular leisure interest the tourist enjoys, for example birdwatching.</p> <p>1 mark for understanding special interest holiday. 1 mark for an example. Possible response: a person interested in history or war (1) would take a trip to France to the trenches (2).</p>	2 marks	AO1
Total for Question 5			12 marks	

Question 6

		Marks	AO1
(a)	<p>Levels marked</p> <p>No marks for the destination name. Accept town or area.</p> <p>Level 1 – Basic (1-3 marks) Simple points about activities/facilities/excursion. Listy. Generalised.</p> <p>Possible response: <i>Scarborough.</i> <i>Go on a bus trip one day (1). Go on a boat trip the next (2).</i></p> <p>Level 2 – Clear (4-7 marks) Lack of 2nd day – 4 max. Clear suggestions specific to the chosen destination. Structures the answer into individual days. In the upper range (6-7) there will be some attempted justification. All 3 bullets will be addressed for 7 marks. Accept visit to an attraction (rather than excursion).</p> <p>Possible response: <i>Scarborough</i> <i>On the 1st day they could go to see a show at the Futurist Theatre in the evening after the excursion to the North York Moors steam railway at Pickering (4). On the 2nd day they could have a boat trip (5) from the harbour before setting off for home.</i> <i>The theatre will be good because they'll be tired after their trip (6) and the NYMR will remind them of days gone by (7).</i></p> <p>Level 3 – Detailed (8-10 marks) Detailed suggestions in an appropriate programme specific to the chosen destination with some more detailed justification at the lower end. Well detailed at the upper end including reference to all three bullets in a day-by-day structure. Accept alternative ideas such as what to do on a wet or dry day.</p> <p>Possible response: <i>Scarborough</i> <i>On the 1st day they could go to see a variety show at the Futurist Theatre for entertainment in the evening. The 1st day would be also best for the excursion since it is a full day based in Scarborough. They could travel on the coach to the North York Moors steam railway at Pickering (8).</i> <i>This wouldn't be too strenuous because they get to ride on the train and it would be a talking point about how railways were in the past (9). On the 2nd day they could have a boat trip on one of the pleasure cruisers like the <i>Coronia</i> that leave from the harbour for some fresh sea air before setting off for home. (10).</i></p>	<p>4 marks</p> <p>4 marks</p> <p>2 marks</p>	<p>AO1</p> <p>AO2</p> <p>AO3</p>
(b)	<p>1 mark for a reason why it is tourism (a trip away from the normal home/work area) with the 2nd for a reason why it is leisure (fun). Accept links to a clear leisure and/or tourism component.</p>	<p>2 marks</p>	<p>AO2</p>
Total for Question 6		12 marks	

Question 7

	<p>Levels marked</p> <p>No marks for key components. Restrict to L1 if key component is from the leisure industry.</p> <p>Level 1 – Basic (1-4 marks) Simply but correctly identified jobs – 1 mark each (max 3). Limited description of one job as well as 3 jobs identified scores 4 marks. One job described well can score to a max of 4.</p> <p>Possible response: <i>Travel agents. In a travel agency there is the shop manager (1), travel consultants (2) who advise customers about holidays to book (3) and changing currency for customers (4).</i></p> <p>Level 2 – Clear (5-8 marks) Clear description of at least two types of job within the component. For full marks all 3 are clearly described.</p> <p>Possible response: <i>Travel agents. There is a range of jobs inside a travel agency branch with the more experienced manager typically in charge of a small team of travel consultants who advise customers about holidays to book (5). In the back office of the branch people’s jobs include dealing with foreign exchange (6) while at Head Office there is the company’s senior management team (7) who decide strategy for the company and to whom the manager reports (8).</i></p>	<p>8 marks</p>	<p>AO1</p>
	<p>Total for Question 7</p>	<p>8 marks</p>	