



General Certificate of Secondary Education

GCSE Leisure & Tourism 3840/1
Double Award

3840/1 Investigating Leisure & Tourism

Mark Scheme

2008 examination - June series

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3840/1**Question 1**

			Marks	AO
(a)	(i)	Youth Hostel - accommodation and catering City Museum - attractions 1 mark per correct key component	2	AO1
	(ii)	1 mark for one each of: Travel agents, tour operators, on-line travel services	2	AO1
(b)	(i)	1 mark for idea of an urban destination and 2 nd for a lot of tourist attractions or that a lot of tourists visit or where tourism accounts for a major share of its economy Example response: <i>A tourist city is a town (1) with lots of attractions that tourists visit (2).</i>	2	AO1
	(ii)	K → York L → Stratford upon Avon M → Bath 1 mark per correct arrow More than 1 arrow from city = 0 marks for that city.	3	AO1
	(iii)	Levels of response Must be one of the town/cities listed in Figure 2 . Level 1 – Basic Simple statements, likely to be generally applicable to tourist towns/cities or else be lists. Possible response: <i>Durham. There's a castle in Durham (1) and a cathedral people go to see (2).</i> Level 2 – Clear Clear description of offerings for the tourist in the specific town/city chosen. Possible response: <i>Durham. Offers tourists the chance to visit its Norman cathedral which with the castle, is a World Heritage Site (3). The tourist industry offers tourists accommodation including the 4 star Royal County Hotel which is the city's largest (4).</i>	1 - 2 3 - 4	AO1
(c)	(i)	1 mark for each country: One of Northumberland, Lake District, North York Moors, Yorkshire Dales, Peak District, Broads, Exmoor, South Downs, New Forest, Dartmoor. (1 mark) One of Snowdonia, Brecon Beacons, Pembrokeshire Coast. (1 mark)	2	AO1

Question 1 (Continued)

	<p>(ii) Point mark to a maximum of 2 marks. 1st mark for (legal) protection (for enjoyment) and 2nd for beautiful scenery/wild area/distinctive wildlife or heritage.</p> <p>Example response: <i>National Parks are legally protected (1) areas of beautiful countryside (2).</i></p>	<p>2</p>	<p>AO1</p>
	<p>(iii) Point mark explanatory points to a maximum of 3 marks. Allow 1 mark for developing a single point clearly linked to leisure or tourism to a maximum of 2. To gain full marks both <i>leisure</i> and <i>tourism</i> linkage must be explained.</p> <p>Note that countryside areas that are not National Parks are also permissible.</p> <p>Areas not in the countryside score zero.</p> <p>Example response: <i>Lake District. Sailing on one of the lakes is a leisure activity because it is a physical recreation (1). If sailing is part of a holiday away from home then it is tourism too (2) and eating a meal in the hotel that night would be leisure as well as tourism because catering is part of both industries (3).</i></p>	<p>3</p>	<p>AO1 AO3</p>
<p>Total for Question 1</p>		<p>20</p>	

Question 2

			Marks	AO
(a)	(i)	1 mark per point from Figure 3 to a maximum of 3 marks for any one correct (i.e. leisure) facility from Figure 3 . If three facilities answered, credit best two. Example response: <i>The pool would be somewhere they could swim (1) that would be good on a wet day because it's indoors (2). At the park they could probably play football (3) or cricket (4).</i>	4	AO1 AO3
	(ii)	Accept either bus station or railway station.	1	AO2
(b)		1 mark per clear factor and 2 nd mark for explanation linked to secondary pupils. Allow up to 3 marks for any one factor. Example response: <i>How much time they have for leisure (1) because they have to fit around homework (2) How easy it is to meet friends there (3) who live elsewhere in the town (4).</i>	4	AO2
(c)	(i)	Point mark 1 mark each for the 2 ways, allowing up to a maximum of 2 additional development marks for either facility or both <i>Possible way:</i> notice boards, signage, TIO, events, posters, advertising, leaflets/flyers, website Example response: <i>Staff at the Tourist Information Office can tell visitors face-to-face (1) for example when customers make an enquiry staff can hand them a leisure facility information leaflet (2). Leaflets can also be placed on display in the foyers of tourist hotels (3) in reception on special stands (4).</i>	4	AO2
	(ii)	Accept frequently found town centre leisure facilities. <i>Possibilities:</i> theatre, cinema, night-club, bingo hall, library, video-rental shops, historic attraction, art gallery, pub, café, takeaway, restaurant, bowling alley, concert hall, arena.	2	AO1
Total for Question 2			15	

Question 3

		Marks	AO
(a)	<p>No marks for facility names alone.</p> <p>Levels of response</p> <p>Level 1 – Basic Simple statements about leisure facilities named, like the type of facilities they are or where they are. Possible response: <i>Beamish Museum</i> <i>Life Centre</i> <i>Metroland</i></p> <p><i>Beamish Museum is an open-air museum (1) but the Newcastle Life Centre (2) is indoors. Metroland would be good. It has rides (3).</i></p> <p>Level 2 – Clear Clear description, beyond single facts, of at least one facility (to access this level). Mid Level 2 may show clear description or attempted explanation for two facilities. At least some attempted explanation linking to target market for top Level 2. Clear sense of place. Possible response: <i>Beamish Museum is an open-air museum of industrial heritage in County Durham that would be an educational day for kids (4).</i> <i>Newcastle Life Centre is an inside museum about life on Earth and is fun because it is interactive (5). Metroland has fairground rides inside at the MetroCentre shopping centre so it's fun for the kids, next to the shops (6) for adults.</i></p> <p>Level 3 – Detailed Detailed description and clear sense of place and target market-specific explanation of how all three named facilities may be enjoyed to allow full marks. Top Level 3 candidates may explain facilities as a set rather than singly eg one for wet weather in case one of the others isn't suitable in the rain. Possible response: <i>Beamish Museum is an open-air museum of industrial heritage in County Durham that would be an education day for kids. It's only a few miles from the A1(M) so easy to drive to and there's lots of space and fresh air so it's a healthy day too (7). Newcastle Life Centre is an inside museum about life on Earth and is fun because it is interactive. It's in the city centre and easy to reach by train and Metro because it is beside the Central Station (8). Metroland has fairground rides inside at the MetroCentre shopping centre so it's fine for adults in the family to enjoy.</i> <i>There's a big choice of restaurants too so there'll be something the kids will like and huge car parks make it accessible if you have a car (9).</i></p>	<p>1 - 3</p> <p>4 - 6</p> <p>7 - 9</p>	<p>AO3</p>

Question 3 (Continued)

(b)	<p>Levels of response Limit to L1 if area is different from that in 3(a).</p> <p>Level 1 – Basic Simple statements that either deal separately with each of the customer types or are simple unjustified assertions. At the top end expect to see both types addressed. Possible response: <i>Darlington. The Dolphin Centre has a water slide for teenagers (1) and there's the skateboard shop for them too (2). The library has reading session just for families and children (3).</i></p> <p>Level 2 – Clear Place specific comparison is clearly attempted at the bottom end and, for full marks, justified with considered evaluation of how well the needs of the 2 groups are met by more than one facility. Possible response: <i>Darlington. In the town centre the Dolphin Centre leisure centre caters just as well for both groups (4). This is because the swimming pool for example has a long tunnel water-slide that is fun for teenagers and the Changing Village allows families with young children to change together (5). Parks like South Park are probably better for families to play with young children on the grass than they are for teenagers who just hang around in them (6).</i></p>	<p>1 - 3</p> <p>4 - 6</p>	<p>AO3</p>
Total for Question 3		15	

Question 4

			Marks	AO
(a)		Point mark Answers in order: cricket, Twickenham, Edinburgh, Windsor Park.	4	AO1
(b)	(i)	Point mark 1 mark for each correct other purpose with development marks for clear description allowable up to 2 additional marks per purpose. Accept: Concerts Exhibitions As a visitor attraction Catering/hospitality.	4	AO1
	(ii)	Levels of response Level 1 – Basic Simply advanced separate reasons. Listy. Possible response: <i>To make more money (1). To attract more customers (1).</i> Level 2 – Clear Clear explanation. Venues benefit from regular use and sports alone is an infrequent use leaving gaps when money would otherwise not be earned, or that maximum revenue can be gained at match time by building extra money – making opportunities such as corporate hospitality into match day, or at other times by attracting different customer types for concerts. Possible response: <i>Having additional purposes like being a concert venue brings different paying customers to the venue so it is more profitable (3). Corporate boxes make more money from business customers than just selling tickets (4).</i>	1 - 2 3 - 4	AO1
(c)	(i)	1 mark per correct leisure job. Accept leisure industry jobs that provide products/services for the leisure customers of the venue. <i>Example:</i> ticket seller, security, conference manager, catering job, tour guide, merchandise sales person.	2	AO1

Question 4 (Continued)

	<p>(ii) Point mark Accept any leisure job that provides products/services for the leisure customers of the venue. 1 mark for each skill/personal quality. Extra marks for developing why they are needed. Allow up to 2 additional mark developments for a single skill/quality.</p> <p>Example response: <i>The sports bar manager in a sports venue needs to be able to remember orders quickly and accurately (1), motivate the bar staff (2) and solve problems for customers who may complain about the staff (3). Confidence and authority are qualities that would help the manager motivate staff (4).</i></p>	4	AO2
Total for Question 4		18	

Question 5

			Marks	AO
(a)	(i)	<p>Point mark up to a maximum of 2 marks per term to a total maximum of 4 marks.</p> <p>1st mark for basic response, 2nd for development.</p> <p>Travel agency: business which sells travel tickets and trips or holidays for tourists (1), often featured in tour operator brochures stocked by the agency.</p> <p>Package holiday: a holiday of more than one component part (accommodation/transport/transfer) (1) assembled to sell as a single bundle (package) (2)/tour operators arrange package holidays.</p>	4	AO1
	(ii)	<p>Point mark</p> <p>Accept ideas: To catch as many customers/much business as possible To attract different types of customer To compete better for trade with other companies To enable customers to book from different places/at their leisure.</p> <p>Allow a 2nd development mark for one idea.</p>	2	AO2

Question 5 (Continued)

(b)	(i)	1 mark Travel tickets	1	AO2
	(ii)	Point mark Possible response: <i>Customers may enjoy looking for holiday ideas at home (1) but feel more secure if a travel agent makes the booking (2).</i>	2	AO2
	(iii)	Levels of response Level 1 – Basic Simple statement/s or fact/s taken from the graphs without using the data to make a true comparison. Possible response: <i>Travel tickets were 48% bought online; for books it was 33% (1). 36% of travel tickets researching was online but it was 44% for books (2).</i> Level 2 – Clear Clear comparison point/s of similarity/difference, using data from Figure 6 . Possible response: <i>Travel tickets were 15% more often bought online; than books (3). For research it was the other way round with 12% more book purchases researched online first (4).</i>	1 - 2 3 - 4	AO3
	(iv)	Point mark Accept: Library, bookshop/seller.	2	AO2
Total for Question 5			15	

Question 6

		Marks	AO
(a)	<p>Other purposes: Main ones are sightseeing, visiting an attraction, visiting friends and relatives (VFR), going to a sports event (spectating or participating), business. Also accept other reasons for travelling away from home/work area for a short period e.g. medical/legal tourism.</p> <p>Point mark 1 for simple statement, 2nd for development to a maximum of 3 marks for one purpose.</p>	4	AO1
(b)	<p>Point mark per idea and example to a maximum of 3 marks. <i>Possibilities include:</i> reduced emissions, carbon zero, anti-littering, rural conservation techniques.</p> <p>Possible response: <i>Pollution and global warming can be reduced if air flights are reduced (1). Another way is if passengers pay extra to make their flight carbon zero (2) which means planting trees to balance out the carbon dioxide added to the atmosphere (3).</i></p>	3	AO1
Total for Question 6		7	