



General Certificate of Secondary Education

Leisure and Tourism 4840

**48401 Understanding Leisure and
Tourism Destinations**

Mark Scheme

2010 examination – January series

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Question	Expected response	Marks	AOs
1	San Francisco – correctly ringed. More than one ring = no marks	1	AO1
2	City destination correctly ringed, 1 mark. More than one ring = no marks.	1	AO1
3	Train - correctly ringed, 1 mark. More than one ring = no marks.	1	AO1
4	No mark for name of resort. Must name an overseas resort, otherwise zero. Point mark up to 2 marks for facilities listed e.g. ski lifts/gondolas, hotels, an identified transport link, bars, restaurants, ski shops/hire (not general shops), piste or prepared slopes.	2	AO1
5	'Tourists from the UK travel to North American ski resorts by air' is the correct response. More than one tick = no mark.	1	AO1
6(a)	Seaside resort – 1 mark for the idea of ' <i>a place people travel to for leisure activity</i> ', 1 mark for a beach. Credit exemplification for 1 mark. Do not accept 'beside the sea'.	2	AO1
6(b)	No mark for name of resort. Level 1 – Basic Simple points about what a seaside resort offers visitors. May be listy. Level 2 – Clear Accessed by either clearly describing what is offered for families with children or a clear sense of place. Both = top marks Possible response: <i>Blackpool</i> <i>There are amusement arcades (1) and the Pleasure Beach offers different rides (2). There are white knuckle rides like the Pepsi Max Big One (3) which is ideal for families with older children who like excitement (4).</i>	1 – 2 3 – 4	AO1

6(c)	<p>No mark for naming airport</p> <p>Point mark up to 3 correct marks for three correct elements of a route from the named airport to the final resort destination. If not a route to a resort named in 6b, award no marks.</p> <p>Possible response (to Blackpool): <i>Manchester Airport (1). Drive north up the M6 (1). Turn west onto the M55 (1). Follow the A584 into Blackpool centre (1). <u>Or</u> Catch Transpennine Express (1) Train from Manchester International Airport (1) to Blackpool North (1).</i></p>	3	AO1
7	<p>Point marking 2x2</p> <p>First mark for simply expressing reason, second mark for development of idea.</p> <p>e.g. walking is much more popular than other activities because generally it is a cost-free activity (1), whereas other activities like visiting an attraction may incur a charge like an entry fee (2).</p>	4	AO2
8	<p>Thorpe Park – C</p> <p>Nou Camp – D</p> <p>Ben Nevis – A</p> <p>London Eye – E</p>	4	AO1

9(a)	6%	1	AO1
9(b)	<p>Levels of response</p> <p>Level 1 – Basic analysis Simple descriptive points made based on Figure 5. Data may be used to support analysis for top Level 1.</p> <p>Possible Response <i>Figure 5 shows that public transport is hardly ever used for leisure visits (1). Bus/coach is more popular than train (2), for example 7% of visits to inland towns & cities were made by bus/coach, and only 4% by train (3).</i></p> <p>Level 2 – Clear analysis Data is used clearly to support clear analysis/reasoning of how/why public transport is used on leisure visits.</p> <p>Possible Response <i>Figure 5 shows that public transport is far less popular than the car as a means of transport (4). Even walking exceeds the use of trains, buses and coaches, for example 24% of all day visits were made on foot, with only 9% of visits being made by train, bus and coach combined to that type of destination (5). Bus and coach generally are used more than the train in all kinds of destination visits, which suggests that buses and coaches are more accessible to more visitors (6).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	<p>AO1 AO2</p>

10	<p>Levels of Response</p> <p>Level 1 – Basic, simple description Basic ideas, likely to be listy.</p> <p>Possible response: <i>Travelling by car causes pollution as cars burn petrol, a form of fossil fuel (1 mark). Traffic congestion can cause more car fumes (2 marks), as drivers do not switch off engines in queues (3 marks).</i></p> <p>Level 2 – Clear Explanation</p> <p>Possible response: <i>Travelling to Brighton by car releases greenhouse gases such as CO₂ into the atmosphere (4 marks). Noise from traffic including cars can cause misery for residents on busy roads, (5 marks). The fumes and pollutants emitted from stationary cars in traffic jams can cause poor air quality in pockets along the sea front (6 marks). (also allow responses such as “land taken up by car parks uses up open space”).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	<p>AO2 AO3</p>
11	<p>Point marked 3 x 2</p> <p>First mark for simply expressed factor, second mark for development of idea.</p> <p>e.g. Cost The group may prefer a European resort to a north American resort as the overall cost of the holiday will be less (1), due to cheaper travel costs as part of a package (2).</p> <p>Range of products and services on offer People may choose a resort with a wide range of après-ski activities such as bars and nightclubs if they want to enjoy fun evenings after a day on the slopes (1). They may choose a quieter resort if they want a good night's rest before each day's physical activities such as skiing and snowboarding (2).</p>	6	AO2

12	<p>Levels of Response</p> <p>Level 1 – Basic Simple listy statements about impacts, more descriptive than explanatory. Some explanation at top of L1, sense of place may be unclear. Written expression is basic or meaning is unclear.</p> <p><i>Possible response</i> <i>Tourism causes impacts like noise from people's radios on beaches (1) and litter in places like National Parks (2). Tourist traffic can cause traffic queues (3) especially at busy times like bank holidays in the summer (4).</i></p> <p>Level 2 – Clear Some clear explanation at lower end of this level. A sense of place is clear. Impacts may refer to economic, social and/or environmental. For top L2 marks, a range of impacts may be expected and written expression will be clear in conveying meaning.</p> <p><i>Possible response</i> <i>Impacts can be grouped into types like environmental and economic. One environmental impact is litter left by tourists on beaches like West Witterings in Sussex (4). It blows into the hedgerows and makes the place untidy (5). Another impact on the local community is the sheer number of visitors wanting to get to West Witterings through narrow, country roads, causing delays and congestion for the local community (6). However, also at West Witterings, jobs are created in the local economy in the summertime, such as working in the café (7) on the beach. This is a positive economic impact. The negative side is that these jobs are seasonal and tend to be low paid (8)</i></p> <p>Level 3 – Detailed Detailed explanation of the impacts of tourism, using clearly identified examples. For top L3 marks, written expression is fluent and conveys meaning well.</p> <p>Possible response: <i>Tourism creates a range of impacts at destinations on the environment, the community and because of tourists travelling there. Flying to destinations creates CO2 emissions and contributes to global warming (8) Flights create tension in communities</i></p>	<p>1 – 4</p> <p>5 – 8</p> <p>9 – 12</p>	<p>AO1 AO2</p>
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	<p><i>near to international airports like Heathrow, West London due to noise from low flying aircraft. These are negative environmental and social impacts (9). There are several positive impacts from tourism such as job creation in destinations such as Kenya. Resorts like Malindi on the Indian Ocean have large hotel complexes catering for international tourists (10). These create employment for locals in catering, cleaning and transport. These jobs may however be low paid and any profits may 'leak' out of Kenya to the shareholders of the tour operators (11). However, tourists buying souvenirs such as wood carvings may help to keep alive important cultural skills in local communities such as the Maasai and the Kikuyu, this is an excellent example of a positive social impact of tourism (12).</i></p>		
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13	<p>No mark for naming destination. No named city destination or a UK destination is max Level 1.</p> <p>Levels of Response</p> <p>Level 1 – Basic Likely to be simple attempts at describing a few attractions in the destination city. At the top of Level 1, some clear explanation may be evident. Written expression is basic or meaning is unclear.</p> <p>Possible response for Paris: <i>They should visit The Louvre (1) as it has famous pictures like van Gogh's Mona Lisa, which everyone should see (2). After this they could walk through the Jardin des Tuilleries to Champs Elysees to see the Arc de Triomphe. They should also visit the Eiffel Tower and go up the top for a memorable view of Paris (3).</i></p> <p>Level 2 – Clear A range of attractions clearly identified and reasons given as to why these attractions are suitable for the couple. For top L2 marks, written expression is clear in conveying meaning and clearly explains suitability for a couple in their 50's</p> <p>Possible response: <i>They should see some of Paris' most famous sights – the Eiffel Tower, the Musee d'Orsay, the Marais, Notre Dame and the Ile de la Cite. The Eiffel Tower would be good for them as it would show them all of Paris at their feet and also allow them some memorable photographs (4). After this they could visit the famous Marais and enjoy a relaxing lunch at a café overlooking the Place des Vosges, which is a great place to enjoy watching real Parisians go by. From here they could easily catch a metro to the Musee d'Orsay to look at the famous Impressionist paintings, which older people like this couple may enjoy, as it is a slower-paced kind of activity (5). They should also visit Montmartre and Sacre Coeur as it offers them another great view of Paris, as well as the opportunity for a wonderful dinner in one of the bistros there (6).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2
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