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**General Certificate of Secondary Education
June 2010**

Leisure and Tourism 4840

**48401 Understanding Leisure and Tourism
Destinations**

Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

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Question	Expected response	Marks	AOs								
1	They might be visiting friends and relatives. (1) Much business travel is now made to destinations abroad. (1) City breaks have increased in popularity. (1) More than three ticks, scores zero	3	AO2								
2	Point mark per correct arrow Eurostar ----- St Pancras (1) Ferry ----- Dover (1) Aircraft ----- London Gatwick (1) More than one arrow per transport type scores zero	3	AO2								
3	Type of Visitor Attraction – Theme Park (1) All other correct responses, point marked. Overseas sports entertainment venue need not be located, but must be clearly named. Eg Built attractions – London Eye, Lowry Centre, Tate Modern. (1) Sport Entertainment venues – Nou Camp, Stade de France, Radio City Hall, Sydney Opera House. (1)	3	AO1								
4	Seaside resorts within the Mediterranean Basin are all short-haul destinations. (1) Flights to North and South America, South-East Asia and Australia are all long-haul. (1) More than two ticks, scores zero	2	AO1								
5	A negative economic impact (1 mark). More than one tick, scores zero	1	AO1								
6	The effects of tourism are fair for host communities. (1 mark) More than one tick, scores zero	1	AO1								
7	<table border="1" data-bbox="304 1296 987 1406"> <tbody> <tr> <td>Negative social</td> <td>1</td> </tr> <tr> <td>Negative economic</td> <td>3</td> </tr> <tr> <td>Positive economic</td> <td>2</td> </tr> </tbody> </table> <p>1 mark per correct number in the correct place. Max 2.</p>	Negative social	1	Negative economic	3	Positive economic	2	2	AO2		
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8	<table border="1" data-bbox="304 1561 987 1671"> <tbody> <tr> <td>Car</td> <td>14-seater minibus</td> <td>Bus</td> <td>Plane</td> </tr> <tr> <td>C</td> <td>B</td> <td>D</td> <td>A</td> </tr> </tbody> </table> <p>1 mark per correct letter, up to 3. Repeated use of a letter scores zero for that letter.</p>	Car	14-seater minibus	Bus	Plane	C	B	D	A	3	AO2
Car	14-seater minibus	Bus	Plane								
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9(a)	Any correctly named example. If UK example, no credit. E.g. Colosseum, Machu Picchu, Pyramids (1 mark)	1	AO1
9(b)	If UK example, no credit. Point marked, can be four separate points or allow up to a 2 nd mark for development of a simple first point. E.g. Palace of Versailles. Possible response: <i>There is the Palace itself to explore (1) on a guided tour or using an audio guide. There are the Royal apartments to view (1), and the History of France Gallery to see as well (1). A mini train runs from the main Palace to the Grand Trianon Palace (1).</i>	4	AO1
10	<p>Factors may include:</p> <ul style="list-style-type: none"> ○ Personal tastes and interests ○ Cost ○ The promotion of destinations ○ The range of products and services on offer ○ Weather and climate ○ Accessibility ○ Events <p>Levels of response</p> <p>Level 1 – Basic Simple statements likely of factors affecting destination choice. Written expression is basic at lower end. At the upper end some analysis may be attempted but is likely to be generic, not particularly linked to the couple in the question.</p> <p>Level 2 - Clear Some clear analysis at the lower end, of a range of factors (in the upper range) that may have affected this couple’s choice of holiday destination. For top L2 marks, written expression is clear in conveying meaning.</p> <p>Possible response: <i>Cost is one factor that can make a difference to anyone – people have to be able to afford the holidays they buy. A retired couple may be on a fixed, lower income so would have to be careful about the budget they have for the holiday (4 marks). Another factor that might make a big difference to the couple’s destination choices is accessibility. Retired people tend to be elderly and so accessibility of the destination and at the destination itself is likely to be important to them. They may not wish to sit on a plane for a lengthy long-haul flight (5) and may want to ensure that their accommodation is mobility-friendly. A range of excursions directly from their hotel may help them explore the local area, without worrying about how to travel around their destination resort (6).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2 AO3

<p>11</p>	<p>Ways of meeting needs may include the range of products and services offered, pricing, information provision, facilities including for special needs, staff support services. Customer type must be as listed or limit marks to L1. No marks if chosen example is not a visitor attraction.</p> <p>Levels of Response</p> <p>Level 1 – Basic Simple links of what has been done to meet customer needs, likely to refer to the customer type or show specific knowledge of the visitor attraction. Written expression is basic or meaning is unclear. Top L1 will make some attempt to evaluate how well needs are met, for example by simple assertion.</p> <p>Possible response: <i>There are disabled access toilets in the booking hall for the London Eye. The London Eye is good because it pauses briefly to allow wheelchairs to access the ride pods.</i></p> <p>Level 2 – Clear Clear description of how the attraction meets the needs of the customer type. Evaluation of how well the chosen attraction has specifically met the needs of the chosen customer type. For top L2 marks, a range of ways may be expected.</p> <p>Possible response: <i>The London Eye meets the needs of people with special needs very well. Guide dogs are allowed free on the Eye for visually impaired visitors. The in-flight guides are great for people with hearing impairment so they can enjoy identifying all of London’s landmarks too. For wheelchair users the Eye is paused briefly to allow safe access which is good, and there are ramps to access the loading stage itself. Finally all carers accompanying visitors with special needs are given a free ticket, which means the London Eye really does do its best to make itself accessible for all. (Top L2, 8 marks)</i></p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO1 AO3</p>
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12 (a)	<p>Point mark <i>Per idea, allow up to 2 marks for one well developed idea</i> Idea of <i>attractive scenery/wild/rugged</i> (1). Idea of <i>protected/preserved</i> (1). Idea of large area for outdoor/countryside enjoyment (1).</p>	2	AO1																																
12 (b)	<p>Point mark <i>For any matching number and correctly named National Park</i></p> <table border="1" data-bbox="325 555 1011 1128"> <thead> <tr> <th>No.</th> <th>Name</th> </tr> </thead> <tbody> <tr><td>1</td><td>Cairngorm</td></tr> <tr><td>2</td><td>Loch Lomond</td></tr> <tr><td>3</td><td>Northumberland</td></tr> <tr><td>4</td><td>Lake District</td></tr> <tr><td>5</td><td>North York Moors</td></tr> <tr><td>6</td><td>Yorkshire Dales</td></tr> <tr><td>7</td><td>Peak District</td></tr> <tr><td>8</td><td>Snowdonia</td></tr> <tr><td>9</td><td>Broads</td></tr> <tr><td>10</td><td>Brecon Beacons</td></tr> <tr><td>11</td><td>Pembrokeshire Coast</td></tr> <tr><td>12</td><td>New Forest</td></tr> <tr><td>13</td><td>Exmoor</td></tr> <tr><td>14</td><td>Dartmoor</td></tr> <tr><td>15</td><td>South Downs</td></tr> </tbody> </table>	No.	Name	1	Cairngorm	2	Loch Lomond	3	Northumberland	4	Lake District	5	North York Moors	6	Yorkshire Dales	7	Peak District	8	Snowdonia	9	Broads	10	Brecon Beacons	11	Pembrokeshire Coast	12	New Forest	13	Exmoor	14	Dartmoor	15	South Downs	1	AO1
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12 (c)	<p>Name of National Park. No mark for name, given on map.</p> <p>Description of location of National Park named in (b)</p> <p><i>The Lake District is in the north-west of England (1), in the county of Cumbria (2).</i></p>	2	AO1																																

<p>13</p>	<p>No mark for name of National Park. Credit appeal even if name unclear.</p> <p>Name of first attraction (1) specific to the NP.</p> <p><i>Beatrix Potter Exhibition (1)</i></p> <p>What it offers visitors and appeal.</p> <p>Point mark <i>The Beatrix Potter exhibition brings to life the children's stories of Peter Rabbit and Mrs Tigglywinkle (1), there is also a display dedicated to telling the life of Beatrix Potter herself (1). This would appeal to families with young children or fans of Beatrix Potter (2)</i></p> <p>Name of second attraction (1) specific to the NP.</p> <p><i>Wastwater (1)</i></p> <p>What it offers visitors and appeal</p> <p><i>Wastwater is England's deepest lake (1) with some of England's longest screes (1) surrounding the lake itself, appealing mostly to people who enjoy beautiful, unspoiled scenery (2)</i></p> <p>2 x 3 marks = 6</p>	<p>6</p>	<p>AO1</p>
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14	<p>No mark for resort name.</p> <p>Levels of Response Max Level 2 if not overseas or not a clearly named resort.</p> <p>Level 1 – Basic, not linked Simple points rather than evaluations. Not linked to the young married couple. Written expression is basic or meaning is unclear.</p> <p>Possible response: <i>Benidorm.</i> <i>Benidorm has cafes on the beach, some bars and restaurants (1).</i> <i>There are boat rides to Benidorm island they might enjoy (2).</i></p> <p>Level 2 – Clear, detailed links Clear evaluation of facilities and how suited to the young married couple. Sense of place evident. For top L2 marks, written expression is clear in conveying meaning.</p> <p>Possible response: <i>Benidorm has some great facilities for a young married couple. For example, there is Levante beach, a two kilometre promenade with loads of restaurants and bars they could enjoy after a romantic stroll down the beach. Restaurants like Kataria offer the couple traditional regional meals like paella which would be an enjoyable way to pass an evening (4). Later in the evening I would recommend they went on to enjoy the nightlife, at bars like Red Dog and KM Player (5), where they could really let their hair down and have a great night's entertainment (6).</i></p> <p>Level 3 – Detailed links and evaluations <i>Evaluation may not be especially detailed at lower end to access L3.</i> Evaluation of how well the range of facilities at the destination meets the needs of the young married couple. Clear sense of place. For top L3 marks, written expression is fluent and conveys meaning well.</p> <p>Possible response: The above, but in addition: <i>I would think somewhere like Cable Ski Benidorm would give the young married couple a fantastic opportunity to enjoy learning a new sport, having fun as a couple together (7). A different way to enjoy watersports might be for them to visit Aqualandia, a waterpark with rides like the Big Bang (8), a thrilling free fall water ride which again would suit a young couple looking for a memorable and exciting holiday. For a relaxing but enjoyable day excursion, I think Algar Falls would be a great place to visit. Not only can they relax with a dip in a natural plunge pool, but there are also BBQs, bars and showers to freshen up and dine out in a natural environment rather than the busy Benidorm seafront (9).</i></p>	<p>1 – 4</p> <p>5 – 8</p> <p>9 – 12</p>	AO1 AO3
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