



General Certificate of Secondary Education January 2011

Leisure and Tourism 4840

48401 Understanding Leisure and Tourism Destinations

Mark Scheme

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Question	Expected response	Marks	AOs
1	Machu Picchu. More than one ring scores zero.	1	AO1
2	Long-haul flights are typically over six hours in duration.	1	AO1
3	Aircraft.	1	AO1
4	Natural attraction.	1	AO1
5	<p>Response must be about a named overseas built attraction e.g. Eiffel Tower (Paris), Skywalk (Grand Canyon, USA). No credit for attractions other than built. No credit for UK based attractions.</p> <p>Level 1 – Basic Listy There is a restaurant on the first level (1) and there are cafés on all levels (1). Souvenir shops (1) sell mementoes like postcards.</p> <p>Level 2 – Clear A sense of range. Special ‘windows’ have been cut into the safety railings for younger & wheelchair restricted visitors to enjoy clear views too (4). There are rooms recreating the offices of Gustav Eiffel and a TV screen room which tells the history of the Eiffel Tower (5).</p>	<p>1 – 3</p> <p>4 – 5</p>	AO1
6	Point marked. One mark for the idea of local population , one mark for the idea of being welcoming (provides for/entertains/caters for). E.g. A host community means the local people at the destination (1) who look after (1) the needs of tourists.	2	AO1

Question	Expected response	Marks	AOs
7	<p>Advantages - flexibility, convenience, choice of route, personal space. Disadvantages - tiring for driver, congestion & delays, costs.</p> <p>Levels of response</p> <p>Level 1 – Basic</p> <p>L1 simply identifies advantage(s)/ disadvantage(s), Top L1 clearly explains an advantage or a disadvantage. <i>An advantage is flexibility (1) because travelling by car means you can leave when you want as you are not on a fixed timetable (2). A disadvantage can be that it is tiring for the driver, because he has to concentrate on the road ahead (3 marks).</i></p> <p>Level 2 – Clear</p> <p>Both an advantage and a disadvantage clearly explained. A <u>second</u> advantage or disadvantage for mid L2. Full marks only for having clearly explained at least <u>two</u> advantages and <u>two</u> disadvantages. <i>Cars are convenient as you do not have to follow fixed routes and timetables like scheduled bus & train services (4). However travelling by car can be a disadvantage as you can be stuck in congestion during peak periods like bank holidays (5), or delayed because of accidents and weather conditions like snow and ice. Another advantage in a car is that you can enjoy your own space because you can listen to music or chat, without noise from other strangers (6 marks).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2

Question	Expected response	Marks	AOs
8(a)	<p>Point marked. One mark for the idea of rides, one mark for the idea of scale/size. Allow any developed idea of theme such as built to a common concept such as Disney, Asterix.</p> <p>A theme park contains a variety of rides (1). They are designed as large (1) venues.</p>	2	AO1
8(b)	<p>QWC question</p> <p>Evaluation must respond to one of the customer types identified - single people, ethnic & cultural groups, people with special needs, families with children under 5 years old. Ways of meeting needs may include the range of products and services offered, pricing, information provision, facilities including for special needs, staff support services.</p> <p>No marks if chosen example is not a theme park. Customer type must be as listed or limit marks to L1.</p> <p>Levels of response</p> <p>Level 1 – Basic Simple statements of how well the theme park meets the needs of the customer type. Likely to be a generic response. Top L1 will make some attempt to evaluate how well needs are met, for example by simple assertion.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Example response <i>There are baby change facilities spread around Alton Towers theme park in the toilets (1). The main shop sells baby care products like nappies and bottles (2). What is good is parents can hire buggies for children (3).</i></p> <p>Level 2 – Clear Clear evaluation of how well the chosen theme park has specifically met the needs of the chosen customer type. For top L2 marks, a range of ways may be expected. Credit may be given for how a need may not be met at the theme park.</p> <p>Written expression will be clear in conveying meaning.</p>	<p>1 – 3</p> <p>4 – 6</p>	AO3

	<p>Example response</p> <p><i>Alton Towers theme park makes excellent provision for families with children, for example there are unisex baby care facilities for both mums and dads, which is great for single parents on a day out with very young children (4). The range of catering outlets means there is something suitable for all budgets, which is important as Alton Towers can be expensive for a family day out (5). Best of all, Alton Towers operates a lost children scheme, using GPS and SMS messaging systems - this is really good as it means parents can feel reassured on busy days that their children are relatively safe, even if they wander off (6).</i></p>		
9	Economic	1	AO1
10	<p>Positive Economic → Vegetation is trampled</p> <p>Positive Social → Job creation</p> <p>Negative Environmental → Possibility to meet new people</p> <p>Negative Economic → Low paid employment</p> <p>More than one arrow from each impact scores zero for that impact.</p>	3	AO2
11	About reducing impacts on the environment.	1	AO1
12(a)	<p>Must be UK, zero if overseas.</p> <p>Point marked. Up to two correct location descriptors. e.g.</p> <p>Brighton is located in West Sussex (1), on the south coast of the UK (2).</p>	2	AO1
12(b)	<p>Must be UK, zero if overseas.</p> <p>Point marked, one mark for clearly naming an attraction, then 2nd & 3rd marks for describing what that attraction offers. Attractions must recognisably be in the named seaside town.</p> <p>Name of first attraction (1) specific to the seaside town</p> <p>Brighton Pavilion</p> <p>Appeal for visitors</p> <p>Point mark – The Brighton Pavilion allows visitors to see how Queen Victoria spent her time here (2), there are also rooms recreating how life was like for both Queen Victoria, in the royal apartments (3) and</p>	6 (2 x 3)	AO1

	<p>servants in the royal kitchens.</p> <p>Name of second attraction (1) specific to the seaside town Brighton Pier (1) Appeal for visitors</p> <p>Point mark – The Pier has several large arcades with slot machines for over 18s, (2) bingo for older visitors (3) and a fair including a helter-skelter at the end of the pier.</p>		
13	<p>Levels of response</p> <p>Level 1 – Basic Simple description, may recognise patterns in purposes and/or modes. Air travel is the most popular mode of travel (1) and that is not surprising really (2), it's interesting that so few business trips are made by sea or by the Channel Tunnel (3).</p> <p>Level 2 – Clear Clear comments on the data shown in Figure 4. Candidates interpret and might include comments on the <u>degree of difference</u> as well as <u>reactions such as surprise</u>. Overall, air travel is the most popular mode, which is unsurprising as people like to get to where they are going for a trip quickly (4). I would have thought that the Channel Tunnel would be more equal to the sea numbers (5) and it is also surprising that for sea and air, visiting friend & relatives exceeds the number of business tourism trips (6)</p>	<p>1 – 3</p> <p>4 – 6</p>	AO2
14	<p>QWC question</p> <p>Levels of response</p> <p>Level 1 – Basic justification and/or evaluation At Level 1, responses may be generalised without specific reference to the group of retired Canadians. At top Level 1, recommendations will be for both city and NP destinations, although one may be unclear.</p> <p>Written expression is basic or meaning is unclear.</p> <p>E.g. Recommendation City Bath Recommendation National Park New Forest</p> <p>I think you should visit Bath because it gives you the chance to see a popular city destination. It has the Roman Baths to enjoy (1). It is easy to get to by</p>	1 – 4	AO1 AO2 AO3

	<p>train or road from anywhere in the UK (2). There are open-topped sightseeing buses to take you round the city's other sights like the Royal Crescent and Bath Abbey (3). You could also visit the New Forest National Park where you could enjoy seeing the ponies on the heathland (4).</p> <p>Level 2 – Clear Justification & evaluation At Level 2, both destinations will be clearly addressed. There may be a sense of imbalance at the lower end of this level. The responses will clearly justify the recommendations and evaluate how well the destinations will meet the needs of this group of retired Canadians. For top Level 2, both recommendations will be clearly justified and evaluated.</p> <p>Written expression will be clear in conveying meaning.</p> <p>You should visit the city of Bath as it will offer the chance to see one of England's most attractive cities. The city is fairly small so you could see most of its attractions without spending too long there (5). The Roman Baths provide tour guides for large groups of people so you could really learn a lot about roman times in Bath (6). The open topped tour buses would be a great way to see all of Bath's attractions in one trip, and then your group members could have free time exploring any of the attractions as they want, like Bath Abbey or the Jane Austen centre (7). The New Forest National Park would give your group the opportunity to enjoy gentle strolls around pretty villages like Beaulieu, where there is also the National Motor Museum, Abbey & Palace. I am sure the beautiful gardens, motor car museum and historic Palace would provide interest for everybody in the group (8). Finally there is the Otter & Owl and Wildlife Park near Marchwood which is a super way to see all of Britain's wild animals in one place; all of the site is easily accessible with hand rails and gentle slopes everywhere, in case any of your group have mobility problems. The Park offers your group the chance to take close up pictures of British animals they may not have seen elsewhere, like otters, badgers and fieldmice (9).</p> <p>Level 3 – Detailed Justification & evaluation Both the city & NP destinations will be justified and evaluated in detail. There will be specific references made to the retired Canadians. At top Level 3, a</p>	<p>5 – 8</p> <p>9 – 12</p>	
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	<p>sense of balance will be evident; there may well be connecting points made between the city & NP destination, regarding distances traveled / where they are located for example.</p> <p>Written expression is fluent and conveys meaning well.</p> <p>Bath is a great city destination to visit, for everybody in your group. There is a range of attractions to suit every interest from clothing at the Fashion Museum, ancient history at the Roman Baths to the architecture of the Abbey and Georgian Royal Crescent (9). The sightseeing open top bus would give your group a shared experience of what Bath has to offer and the individual attractions like the Roman Baths offer different activities such as photography, seeing how the Baths were used and the splendour of the Pump Rooms where you can just taste the mineral waters or enjoy a meal together (10). Just two hour's drive from Bath is the New Forest National Park which is not too much, even for a day trip (11). The New Forest would be a great National Park to see as it is one of the largest areas of heathland left in Europe, and offers many wet & dry weather attractions such as the indoor Beaulieu National Motor Museum and the nearby Buckler's Hard 18th century village if the weather was hot & sunny.</p> <p>The Master Builders offers summer BBQs so this would be a memorable way to end your visit with a group meal overlooking the picturesque Beaulieu River (12)</p>		
15	<p>Point marked.</p> <p>The ring should be clearly around the correct response; more than one ring per response means no credit for that response.</p> <p>Cross-Channel ferries operate from Poole. The M5 motorway links the Midlands with the South-West. Victoria is a coach station in London. Cardiff Central is a railway station.</p>	4	AO1