



**General Certificate of Secondary Education
January 2012**

Leisure and Tourism

48401

(Specification 4840)

**Unit 1: Understanding leisure and tourism
destinations**

Mark Scheme

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Question	Expected response	Marks	AOs
1	Built attraction.	1	AO1
2	Point marked. Allow two separate ideas or one well-developed point. E.g. <i>A natural attraction is an attraction that is physically attractive/beautiful (1), that many people are attracted to, (1), for example Durdle Door (1) in Dorset.</i>	2	AO1
3	St Pancras City or Stansted Victoria	3	AO1
4	Destination type - City All other correct responses, point marked. Beach or seaside resort (must be UK) - e.g. Brighton, Torquay, Newquay, Tenby, Filey, Hunstanton, Portrush. Ski/snowsports resort (must be overseas) – e.g. Aspen, Cervinia, Tignes (1). National Park (must be UK) – Cairngorm, Loch Lomond, Northumberland, Lake District, North York Moors, Yorkshire Dales, Peak District, Broads, South Downs, New Forest, Dartmoor, Exmoor, Brecon Beacons, Pembrokeshire Coast, Snowdonia (1).	4	AO1

Question	Expected response	Marks	AOs
5(a)	<p>No credit for use of ‘Budapest’ as given in the stem. Point marked. Allow two separate ideas or one well-developed point. E.g. <i>A short-haul destination is usually less than 3-4 hours flying time from the UK (1), is located within Europe / the Mediterranean Basin (1), for example Benidorm (1).</i></p>	2	AO1
5(b)	<p>Point marked. No mark for name of city.</p> <p>Name of first attraction (1) specific to the city named. Credit appeal even if name unclear.</p> <p><i>Tower of London (1)</i></p> <p>Appeal for Visitors <i>The Tower of London is home to the Crown Jewels (1) and there are the famous ravens to see, which are not supposed to leave the Tower (1) or the kingdom will fall.</i></p> <p>Name of second attraction (1) specific to the city named. Credit appeal even if name unclear.</p> <p><i>London Eye (1)</i> <i>It is a 30 minute flight in a glass capsule (1) with great views over the Palace of Westminster (1). It now has a 4D visitor experience (1).</i></p>	6	AO1
6	<p>Point marked up to 3 correct marks for three correct elements of a route to the final city destination. Final leg must reach city, not just nearest airport.</p> <p>Possible response Home area: Portsmouth City destination: Amsterdam <i>Drive on the A27/A272 to Gatwick (1). Fly from Gatwick to Amsterdam Schipol (1). Catch the train from Schipol to Amsterdam Central station (1).</i></p>	3	AO1

Question	Expected response	Marks	AOs
7	<p>Point marked. First mark for simple link of factor to customer, second point for development.</p> <p>Possible response <i>The range of products and services may have influenced Ben's choice because his friends have offered to take him for a ride on the river (1) and to see art galleries for the day, and he is an art student (2).</i></p> <p><i>Ben may have been influenced by personal interests and tastes because he is obviously into art studies and architecture (1) and Paris is offering so much opportunity to learn about this (2).</i></p> <p><i>Cost may have influenced Ben's decision to go to Paris because he is a student, who may not have much money (1). The free accommodation offered by his friends means his holiday money will go much further (2).</i></p> <p><i>Ben's choice of Paris is influenced by its accessibility as it won't take too long to get there (1) and the range of travel options means he should get a good deal as he is a student (2).</i></p> <p><i>Events may have influenced Ben as he has studied art at college (1) and there are some art exhibitions for him to go and see (2).</i></p>	6	AO2
8	<p>QWC question</p> <p>Levels of response Must be about a UK National Park, Max Level 2 if not clearly named.</p> <p>Level 1 – Basic, not linked Simple points rather than evaluations. Not linked to the group of mature adults.</p> <p>In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.</p> <p>Possible response <i>New Forest</i> <i>The New Forest has walks in the woods and across open heath (1). There are lots of little ponds with picnic places where they could relax (2). They could take photos of the ponies and other animals as they wander freely (3). They could camp at one of the Forest's campsites (4).</i></p>	1 – 4	AO1 AO2 AO3

Question	Expected response	Marks	AOs
<p>9</p>	<p>QWC question</p> <p>Levels of response Advantages – direct travel between cities, no driver fatigue, low environmental impact, can book discounts online. Disadvantages - inflexibility, need to change trains, long journey times, overcrowding.</p> <p>In terms of QWC, a level 1 answer displays basic expression; meaning may be unclear.</p> <p>Level 1 – Basic Upper Level 1 will attempt explanation of both an advantage and a disadvantage. <i>An advantage is you can search online for the cheapest tickets (1) as you will likely know the date and time of travel in advance. (2). A disadvantage can be that journeys tend to be inflexible (3) because trains work to fixed timetables (4).</i></p> <p>Level 2 – Clear Both an advantage and a disadvantage clearly explained, more than one of an advantage or disadvantage for higher Level 2. Top Level 2 is two advantages and two disadvantages all clearly explained.</p> <p>In terms of QWC, a level 2 answer is well expressed. Meaning is clear. For top marks, written expression is fluent and conveys meaning very well.</p> <p><i>Trains offer direct travel between major cities and a way to avoid traffic congestion on main motorways if travelling at peak times (5). However travelling by train can be a disadvantage as you can be delayed by engineering works at times like bank holidays, or delayed because of winter conditions like wet leaves and snow and ice. (6) Another advantage on a train is that you can use facilities like the buffet car and toilets without breaking your journey to stop (7). Furthermore, travelling by train generates perhaps the smallest carbon footprint, reducing the impact of the journey on the environment (8).</i></p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO2 AO3</p>

