



**General Certificate of Secondary Education
June 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	Paris	1	AO1
2	Point marked Allow two separate ideas or one well developed point. <i>E.g. A long-haul destination is usually over 5-6 hours flying time from the UK (1), is located just beyond Europe/the Mediterranean Basin (1), for example New York (1).</i>	2	AO1
3	Point marked Footpath erosion is a negative environmental impact of tourism.	1	AO1
4	Point marked Ecotourism means managing tourism so that the environment is preserved.	1	AO1
5(a)	Cost A factor affecting people's choice of destinations Social A type of tourism impact Couples A type of customer (target market)	3	AO1
5(b)	Facilities such as museums and galleries are examples of built attractions. People living in the UK who visit destinations within the UK are called domestic tourists.	2	AO1
6	Point marked Motorway W – M4 Ferry port X – Dover/Folkestone Airport Y – Gatwick Ferry port Z – Holyhead	4	AO1

Question	Expected response	Marks	AOs
7	<p>No mark for name of resort. If UK resort, max L1.</p> <p>Levels of response</p> <p>Level 1 – Basic Simple points about what an overseas resort offers children. May be listy.</p> <p><i>Praia da Luz. There are sandy beaches (1) to play on and water parks nearby (2).</i></p> <p>Level 2 – Clear Accessed either by a clear sense of place or by clearly describing what is offered for children.</p> <p>Possible response <i>There is a pets corner at Lagos Zoo (3) and lots of water slides at Slide and Splash at Lagoa for kids to enjoy (4).</i></p>	<p>1 – 2</p> <p>3 – 4</p>	AO1
8(a)	<p>Accept any correctly named UK natural attraction. If overseas example, no credit. If response at an inappropriate scale, no credit e.g. a whole UK National Park, a large section of coast or an entire river.</p> <p>E.g. Lulworth Cove, Giant's Causeway, Cairngorm mountain.</p>	1	AO1
8(b)	<p>Point marked, can be four separate points, or allow up to a 2nd mark for development of a simple point. Must be about a natural attraction in the UK for credit. If response is at an inappropriate scale, e.g. a whole UK National Park, a large section of coast, or an entire river maximum 2 marks.</p> <p>E.g. <i>Lulworth Cove. There is a viewing platform and steps to look across the Cove from the top of the cliff (1). There are fast RIB rides from the Cove along the coast to Durdle Door (2) and a Heritage Centre helps people interpret the geology of the Cove (3). The Lulworth Beach House offers traditional cream teas on its terrace (4).</i></p>	4	AO1

Question	Expected response	Marks	AOs
9	<p>Point marked One mark per clear factor and 2nd mark for explanation linked to the named adult. Must be only the factors as listed in the question, i.e. products and services, weather and climate, interests and taste, promotion and events.</p> <p>Possible response Adult I know: Ann <i>As she is interested in world religions (1), which is personal interests, she chooses to visit the Holy Land because of its religious significance (2). The weather in the Holy Land is always warm and dry, she likes this because it means she knows what clothes to take (1) and that she need not carry warm and weatherproof clothing (2). Ann likes to visit Jerusalem at significant times of the year like Christmas and Easter (1) because she can attend religious ceremonies to mark the birth and death of Jesus (2).</i></p>	6	AO2
10	<p>If only one destination, max Level 2.</p> <p>QWC question</p> <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>Possible response <i>Tourism causes impacts like noise from people’s radios at picnic sites (1) and litter in places like National Parks (2). Tourist traffic can cause traffic jams (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. Written expression will be clear in conveying meaning.</p> <p>Possible response <i>Impacts can be grouped into types like</i></p>	<p>1 – 4</p> <p>5 – 8</p>	AO1 AO2 AO3

	<p><i>environmental and economic. One environmental impact is litter left by tourists at picnic sites like the Rufus Stone in the New Forest. It blows into the vegetation where it may harm wildlife such as badgers (5).</i></p> <p><i>Another impact on the local community is the sheer number of visitors wanting to get through narrow, country roads, causing delays and congestion for the local community in New Forest towns like Lyndhurst (6).</i></p> <p><i>However, also within the New Forest, jobs are created in the local economy in the summertime, such as working in the cafés (7) around Lyndhurst. 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.</p> <p>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. Flights create tension in communities near to international airports like Gatwick 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 Masai and the Kikuyu, this is an excellent example of a positive social impact of tourism (12).</i></p>	<p>9 – 12</p>	
<p>11</p>	<p>1 million</p>	<p>1</p>	<p>AO2</p>

Question	Expected response	Marks	AOs
12	<p>Point marked Accept all valid reasons. Allow up to two further marks for development of one idea, or exemplification.</p> <p>Possible response <i>City destinations like London may be popular as they have a wide range of tourism facilities (1) like hotels, restaurants and museums (1); city destinations usually have good transport links (1) like the Eurostar terminal at Paris Gare du Nord station (1) and Zaventem airport (1) near Brussels, the range of different foods/cuisine available (1), different types of accommodation (1) on offer, the appeal of a city itself (1).</i></p>	5	AO2 AO3
13	<p>Point marked Accept all valid reasons.</p> <p>Possible response <i>Can all travel together (1), will all arrive on time (1), reduces environmental impact (1), under 16s can't drive (1), parents may not own cars for transport (1), not stuck on a timetable (1), encourages team spirit (1), cost less (1).</i></p>	3	AO1
14	<p>QWC question</p> <p>Levels of response Advantages of air - speed <i>once flying</i>, baggage can be checked in, can book seats together, choice of departure airport.</p> <p>Levels of response</p> <p>Level 1 – Basic Lower L1 will list some advantages of air and/or rail. Upper Level 1 will attempt comparison of an advantage of air and rail.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Possible response <i>Flying is fast once in the air (1), whereas trains may involve frequent stops (2). An advantage of air is that the heavy baggage can be checked-in in advance (3), whereas passengers generally load their own baggage onto trains (4).</i></p> <p>Level 2 – Clear Both modes clearly compared, with more than one true comparison for access to higher L2.</p>	<p>1 – 4</p> <p>5 – 8</p>	AO2 AO3

	<p>Written expression will be clear in conveying meaning.</p> <p>Possible response <i>On some airplanes, the family may be served complimentary snacks and drinks, whereas if travelling by rail the family will have to buy or bring their own food (5). Flying means they could choose to leave from a number of London airports, whereas the train may involve crossing central London (6). Some airlines offer online check-in, reducing waiting times at airports, and this makes it very similar to travelling by Eurostar, (7) where there is minimal check-in time (8).</i></p>		
15	<p>Point marked Allow two separate ideas or one well-developed point. E.g. A historic site is where important events have occurred (1) or buildings of heritage value are found (1), for example, the Acropolis (1), in Greece, they are old (1) buildings, over a hundred years old (1).</p>	2	AO1