

Final



**General Certificate of Secondary Education
January 2013**

Leisure and Tourism

48401

(Specification 4840)

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

Final

Mark Scheme

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Question	Expected response	Marks	AOs
1	More than one ring = 0. City destination	1	AO1
2	More than three arrows = 0. Ferry – Hull Aircraft – London Luton Eurostar train – St Pancras International	3	AO1
3	Point marked One mark for the idea of local population at a destination , 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
4	More than three arrows = 0. Positive Economic – Tourism businesses create jobs Positive Social – Local people can use tourist facilities Negative Environmental – Tourist travel causes harmful emissions.	3	AO1
5	Point marked Credit for: Idea of more than 6 hours flying time (1). Beyond Europe and Mediterranean Basin (1). Exemplification, e.g. Sydney (1).	2	AO1
6	Credit any correctly named : Overseas Sports / Entertainment Venue - San Siro Stadium (1), Madison Square Gardens (1) etc. UK Built attraction - London Eye (1), Blackpool Tower (1) Theme park (1)	3	AO1

Question	Expected response	Marks	AOs
7	<p>Must be UK city, or score 0. No credit for name of city. One mark for attraction / facility, second mark for link to customer type.</p> <p><i>Bath</i> <i>Bath offers group tours by special open top tour buses (1) of attractions like the Royal Crescent and Pultenay Bridge (1). Attractions like the Roman Baths (1) offer tailored group visits by qualified guides (1) or self-guided audio tours for non English speaking groups (1).</i></p>	4	AO2
8(a)	<p>Point marked No mark for name</p> <p>Must be an overseas ski/snowsports resort to gain credit.</p> <p><i>Cervinia is in the Aosta Valley (1), in Italy (1), in the Alps (1).</i></p>	2	AO1
8(b)	<p>Evaluation must respond to one of the customer types identified - single people, couples, people with special needs, families with children. Customer type must be as listed or limit marks to L1. Ways of meeting needs may include the range of products and services offered, pricing, information provision, facilities including for special needs, other specific services. Max L1 marks if chosen example is a UK ski/snowsports resort.</p> <p>Levels of response</p> <p>Level 1 – Basic Simple statements of how well the resort 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>Possible response <i>There are good nursery slopes in Cervinia for adult and child learners (1). There is a range of different accommodation from hotels to self-catering apartments (2). What is really good is that there are long blue runs (3).</i></p> <p>Level 2 – Clear Has a sense of place, clear evaluation of how well the chosen resort has specifically met the needs of the chosen customer type. For top L2 marks, a</p>	<p>1 – 3</p> <p>4 – 6</p>	AO3

	<p>expected. Credit may be given for how a need may not be met at the resort.</p> <p>Possible response <i>Cervinia makes excellent provision for families with children, for example the nursery slopes have a good moving carpet and chair lifts (4). The resort has over fifty good value restaurants like Rifugio Teodulo, which are ideal for families eating out on a budget (5). Best of all, the fitness centre has an ice rink, which is a great after-ski activity that the whole family could enjoy together (6).</i></p>		
9	<p>Point marked. No credit for naming port or city. 1 point per correct leg of route. If overseas ferry port or city score 0.</p> <p><u>Portsmouth</u> <i>From Portsmouth port, use the M275 (1) to the M27 (1). Follow the A3(M) (1) towards London.</i></p>	3	AO3
10	<p>QWC question Factors may include:</p> <ul style="list-style-type: none"> • Cost • Personal Interests , tastes • Promotion • Range of products & services on offer • Weather and climate • Accessibility • Events <p>Levels of response</p> <p>Level 1 – Basic Simple statements of factors affecting destination choice. At top L1, some analysis may be attempted but is likely to be generic, not particularly linked to the family customer.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Level 2 – Clear Some clear analysis, of a factor at the lower end, or a range of factors for higher marks that may have affected this family's choice of holiday destination.</p> <p>Written expression is clear in conveying meaning.</p> <p>Possible response <i>Cost is one factor that can make a difference to anyone - affordability is an issue for most people. A family with children may have to budget for larger accommodation so may have to be careful about where they choose to stay (4). Another factor that may affect families with children is accessibility -</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2 AO3

	<i>younger children can be more difficult to travel with and so somewhere nearer to their home may be preferred (5). Weather and climate would also be a factor - the family would want good weather at their destination so the children do not get frustrated at being kept indoors (6).</i>		
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Question	Expected response	Marks	AOs
11	<p>Levels of response</p> <p>Level 1 – Basic Simple valid responses to data, may ‘lift’ data’.</p> <p>Level 2 – Clear Any clear comment on the information shown in response to the data shown in figure 3. Starts to interpret and observe patterns.</p> <p><i>Overall, living history attractions are extremely popular, with 70% of people coming for first time visits (4). I would have thought that attractions like aquariums would have appeared much higher in the list (5). I am also surprised that gardens like Kew are visited so much and more evenly across the number of visits (6).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2

<p>12</p>	<p>QWC question</p> <p>No mark for resort name.</p> <p>Levels of response Max L2 if overseas or not a clearly named resort. Evaluations of unsuitability acceptable</p> <p>Level 1 – Basic Simple points rather than evaluations. Not linked to the single person.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Possible response <u>Southsea.</u> <i>Southsea has cafes on the promenade, some bars and restaurants (1). There is a funfair (2). You can fish from the beach (3) and visit the D-Day Museum (4).</i></p> <p>Level 2 – Clear Sense of place evident. Clear evaluation of facilities and how suited to the single person.</p> <p>Written expression is clear in conveying meaning.</p> <p>Possible response <i>Southsea has much to offer a single adult. There are entertainment venues like the Wedgewood Rooms which feature popular and also upcoming music acts, great for a single adult to mix in and socialise with people with similar interests (5).</i></p> <p><i>In nearby Portsmouth Restaurants like YoSushi at Gunwharf offer an enjoyable way to try a new cuisine in a trendy setting, and the conveyor belt setting means it is easy to start up conversations or just dine quietly (6). After this I recommend going to Jongleurs comedy nightclub, just around the corner from YoSushi and so an easy stroll; at Jongleurs they would enjoy comedy acts and the disco afterwards, which would be an ideal way to fill up an evening with entertainment (7).</i></p> <p><i>Another super place to visit would be Southsea Castle, it's free entry which is a bonus if the adult is on a budget/enjoys history, and offers the fantastic experience of seeing the same view of the Solent as Henry VIII did (8).</i></p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO1 AO2 AO3</p>
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	<p>Level 3 – Detailed Detailed evaluation of how the resort is suited to the needs of the young single adult. May present a reasoned conclusion.</p> <p>Written expression is fluent and conveys meaning well.</p> <p>Possible response The above, but additionally: <i>I think somewhere like Spinnaker Tower would be a fantastic start to a holiday in Southsea, from View Deck 1 the adult could use the panoramic markers and the View Hosts to decide places to visit (9). A different way to enjoy Southsea would be to visit the Royal Marines Museum and see the development of the Marines through their history, and where they lived and worked in Southsea (10).</i></p> <p><i>After this, I recommend an easy flat stroll along the seafront to the D-Day Museum, where the adult could compare modern Marine warfare history with the stories and vehicles on display inside the museum telling the story of the D-Day invasion, which would be very interesting (11). A meal at Loch Fyne or The Custom House at Gunwharf Quays would round off a great day in memorable fashion, in one of the restored Navy buildings now used as restaurants (12).</i></p>	9 – 12	
13	<p>Point marked Credit name if clearly an overseas natural attraction, plus up to two marks for appeal of the attraction. No credit for name if UK, but credit can be earned for appeal.</p> <p>Possible response <i>Niagara Falls (1)</i> <i>You can take a ride on the Maid of the Mist boat (2) and see the Falls lit up in the evening by floodlights (3).</i></p>	1 + 2 =3	AO1
14	<p>Point marked <u>Credit ideas of:</u> Large area of land for recreational enjoyment (1). Preserved / protected (1). Scenic, rugged or attractive landscape (1).</p>	2	AO1
15	<p>Point marked No mark for name of National Park. Credit each correct location idea, e.g.: <i>New Forest.</i> <i>West of Southampton (1), in Hampshire (1) on the south coast (1).</i></p>	2	AO1