



**General Certificate of Secondary Education
June 2013**

Leisure and Tourism

48401

(Specification 4840)

**Unit 1: Understanding Leisure and Tourism
Destinations**

Final

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 events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process 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 standardisation each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised they are required to refer these to the Principal Examiner.

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Question	Expected response	Marks	AOs																																
1	More than one ring = 0. Marrakech	1	AO1																																
2	More than one ring = 0. Ferry	1	AO1																																
3	All <u>must be</u> correct to earn credit. False False True	1	AO1																																
4	Point mark Gateway – an entry point into the UK for overseas visitors. Ecotourism – an alternative to mass tourism. Ethnic group – a type of customer (target market).	3	AO1																																
5(a)	Point mark For any matching number and correctly named National Park. <table border="1" data-bbox="363 1093 951 1653"> <thead> <tr> <th>No.</th> <th>Name</th> </tr> </thead> <tbody> <tr><td>1</td><td>Cairngorms</td></tr> <tr><td>2</td><td>Loch Lomond &/or Trossachs</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>Exmoor</td></tr> <tr><td>13</td><td>New Forest</td></tr> <tr><td>14</td><td>Dartmoor</td></tr> <tr><td>15</td><td>South Downs</td></tr> </tbody> </table>	No.	Name	1	Cairngorms	2	Loch Lomond &/or Trossachs	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	Exmoor	13	New Forest	14	Dartmoor	15	South Downs	1	AO1
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5(b)	<p>No mark for name of National Park. Credit appeal even if attraction is not clearly named. Answer must be about a UK NP, even if not clearly specific.</p> <p>Name of attraction (1) specific to the NP, 2 further marks for appeal (2,3).</p> <p>Possible response <u>New Forest Wildlife Park</u> (1). <i>Has native animals such as dormice (2) on view, as well as European animals such as the wolf (3).</i> <u>Wastwater</u> (1). <i>You can canoe on the lake (2) or view the famous steep scree slopes (3).</i></p>	2 x 3 = 6	AO1
6	<p>Point mark 1 mark per clear factor and 2nd mark for further explanation.</p> <p>Possible response <i>Promotion may be a factor as people may choose a ski/snowsports destination due to a pricing discount offered online (1), such as a second week at a reduced rate (2).</i></p>	3 x 2 = 6	AO2
7	<p>Accept any correctly named overseas sports /entertainment venue, for 1st mark.</p> <p>E.g. Madison Square Garden (1), San Siro stadium (1), Parc des Princes (1). If UK example, no credit.</p> <p>Point marked Can be four separate points, or allow up to a 2nd mark for development of a simple point. Response must be about leisure activities/facilities, not about general facilities such as accessibility arrangements.</p> <p>Possible response <i>Madison Square Garden offers the chance to see concerts (2) by famous artists such as Adele and also you can watch the New York Knicks Basketball games (3). There are many bars such as the All Star Bar (4) for drinks and the Double Teamed Store (5) to buy merchandise like basketball shirts.</i></p>	1 + 4 = 5	AO1

Question	Expected response	Marks	AOs
8	<p>Levels of response</p> <p>Level 1 – Basic Simple description, simple use of place name.</p> <p>Possible response: <i>Travelling by car causes pollution as cars burn petrol (1). Traffic congestion adds to pollution level (2), as drivers do not always turn off engines when stationary (3).</i></p> <p>Level 2 – Clear Clear explanation/clear sense of place accesses bottom of L2 with 1 example only; more than 1 clear explanation/clear sense of place to move up L2.</p> <p>Possible response <i>Driving into cities like Bath by car releases greenhouse gases like CO₂ into the atmosphere (4). These gases also combine in the atmosphere and erode stone facades of old buildings like Bath Abbey (5). Noise from tourism traffic on busy roads like the A4 into the city centre can cause misery for residents (6).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	<p>AO2 AO3</p>
9	<p>More than one tick = 0. Sustainable tourism aims to... be fair to host communities.</p>	1	AO1
10	<p>More than one tick = 0. Seasonal unemployment is ...a negative economic impact of tourism.</p>	1	AO1
11	<p>More than one tick = 0. Tourists and locals can use the same amenities ...a positive social impact of tourism.</p>	1	AO1

Question	Expected response	Marks	AOs
12	<p>QWC question</p> <p>All sensible modes and routes within the UK and to the destination are acceptable.</p> <p>No marks for naming the UK local area or the overseas destination. If destination is clearly within the UK, max L1 only.</p> <p>Levels of response</p> <p>Level 1 – Basic Simple statements of appropriate transport mode or route. Just mode is low L1; route facts are also needed to access top L1. Statements are more likely than recommendations / discussion of suitability.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Possible response <i>Local area: Birmingham</i> <i>Overseas destination: Paris</i></p> <p><i>I recommend they take a taxi from their house to the train station (1), and go via intercity train (2) from Birmingham New Street to London Euston (3). Then get the tube to St Pancras and Eurostar to Paris Gare Du Nord (4).</i></p> <p>Level 2 – Clear Clear recommendation and discussion of route and/or mode appropriate to the retired couple. Likely to be stereotypical. Both mode and route need to be discussed to reach top L2.</p> <p>Written expression will be clear in conveying meaning.</p> <p>Possible response <i>I recommend that they use a taxi to get from their house to New Street rail station, this would be easier than a bus which would mean they have to carry their own luggage (5). As a retired couple, I recommend they access discount fares by travelling off-peak on an inter-city train service to London, which would be a great saving for them (6). Travelling across London might be a little tricky for them by tube, so they might take a taxi to avoid lifts and escalators with heavy bags (7). They could have driven in their car via Eurotunnel or a Dover-</i></p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO1 AO3</p>

	<i>Calais ferry but this would take too long and likely be quite tiring for them as they are elderly, so I think it is best if they travel all the way by train, using the Eurostar from St Pancras to Paris (8).</i>		
13(a)	Accept 11.4 million, 11.5 million, 11.6 million	1	AO1
13(b)	<p>Levels of response</p> <p>Level 1 – Basic Simple description.</p> <p><i>Holidays rose then fell then have begun to rise again (1). Business trips rose, dipped a little and then fell again (2) from 2006 (3).</i></p> <p>Level 2 – Clear Description and use of the data shown in figure 3.</p> <p><i>Holidays rose from around 7 million in 1989 to then peak at 11 million in 1996 (4). VFR climbed steadily from 3.5 million in 1989 to 9 million in 2006 (5), which is more than doubled (6).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2

Question	Expected response	Marks	AOs
14	<p>QWC question</p> <p>Evaluation must respond to one of the customer types identified - Families with children, Mature Adults, People with special needs, Single people. 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, staff support services.</p> <p>Max L1 if chosen example is not a visitor attraction.</p> <p>Levels of response</p> <p>Level 1 – Basic Simple statements describing how the named attraction meets the needs of the customer type. Likely to be a generic response. Top L1 may 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 which is good for parents who need to buy extra baby products on a long day out (2). Some restaurants offer the facility to heat food in a microwave for babies (3). What is really good is parents can hire buggies for when young children get too tired to walk (4).</i></p> <p>Level 2 – Clear Clear description of how the chosen attraction specifically meets the needs of the chosen customer type. For top L2 marks, evaluation is clear.</p> <p>Written expression will be clear in conveying meaning.</p> <p>Example response <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 (5). 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 (6). Rides like the</i></p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO1 AO2 AO3</p>

	<p><i>Peugeot Driving School will really help younger children have fun and develop confidence at the same time (7). Best of all, Alton Towers operates a lost children scheme, using GPS and text messaging - this is really good as it means parents can feel reassured on really busy days that their children are relatively safe, even if they wander off (8).</i></p> <p>Level 3 – Detailed Clear, detailed evaluation of how well the chosen attraction has specifically met the needs of the chosen customer type. May present a reasoned conclusion.</p> <p>Written expression is fluent and conveys meaning well.</p> <p>Example response (as above plus below) <i>Alton Towers offers discounted mid-week family breaks to the Alton Towers Resort, ideal for families with pre-school children who might visit in term time (9). With this type of package, guests can enter the park one hour ahead of the usual opening which would be great for little ones and their parents, who would find it less busy and more relaxing (10). The access to the Water Park is within the Splash Landings Hotel complex which is brilliant as parents do not have to worry about children catching cold after fun in the pools (11). The Volcano Springs water feature is not open to children under five, which is a shame as the family cannot relax all together if their children are very young (12).</i></p>	<p>9 – 12</p>	
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