

GCSE

Leisure and Tourism

48401 Understanding Leisure and Tourism Destinations
Mark scheme

4840
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Version/Stage: 1.0 Final

Mark schemes are prepared by the Lead Assessment Writer 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 associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this Mark Scheme are available from aqa.org.uk

Question	Expected Response	Marks	AOs
1	Historic attraction More than one ring = 0	1	AO1
2	Angkor Wat - Long haul Carthage - Short-haul More than one tick per row = 0	2	AO2
3	Accept any correctly named overseas natural visitor attraction. If UK example, no credit. If not natural, no credit. If name of attraction not clear, description of attraction can still gain credit if located overseas and a natural attraction. e.g. Niagara Falls (1), Mt Fuji (1), Great Rift Valley (1) Point marked, can be four separate points, or allow up to a 2 nd mark for development of a simple point. Possible response <i>The Great Rift Valley offers visitors the chance to see wildlife (1) such as wildebeest crossing the Maasai river (2). There are early morning balloon flights (3) to enjoy the sunrise and many safari lodges such as Keekorok Lodge (4) where tourists may stay.</i>	1 + 4 = 5	AO1
4	Levels of Response Level 1 – Basic (1-3 marks) Basic suggestions. Possible response <i>Sustainable tourism creates jobs (1) and brings money into the local economy (2). It also helps look after the environment (3).</i> Level 2 – Clear (4-6 marks) Clear explanation; will be about now and maintained/ in the future. Possible response <i>Sustainability in tourism can provide a stable income (4) which means local infrastructure may develop. It will respect local cultures which means tourism will be welcomed by local communities (5) and local environments will be protected from insensitive developments, by using ecologically sensitive materials such as bamboo and thatch (6).</i>	6 1 – 3 4 – 6	2 AO1 4 AO3

Question	Expected Response	Marks	AOs
5	<p>Levels of Response</p> <p>Level 1 – Basic (1-3 marks) Simple description, simple use of place name.</p> <p>Possible response <i>Travelling by car to destinations causes pollution as cars burn petrol (1). Large numbers of tourists visiting busy resorts like Blackpool (2) means pollution levels rise (3).</i></p> <p>Level 2 – Clear (4-6 marks) Clear explanation / clear sense of place can access L2 with one example only; more than 1 clearly explained example can advance through the level.</p> <p>Possible response <i>Driving into cities like London by car causes pollution because of the vehicle emissions (4). These gases also combine in the atmosphere and erode stone facades of old buildings like Westminster Abbey (5). However using cycle rickshaws in congested cities like London can have a positive impact as less noise and atmospheric pollution are created (6).</i></p>	<p>6</p> <p>1 – 3</p> <p>4 – 6</p>	<p>4 AO2 2 AO3</p>
6	<p>More than three arrows = 0.</p> <p>Aircraft – Belfast International</p> <p>Eurostar train- St Pancras International</p> <p>Ferry- Holyhead</p>	<p>3</p>	<p>AO1</p>

Question	Expected Response	Marks	AOs
7	<p>No mark for name of UKNP.</p> <p>Level 1 – Basic (1-2 marks) Simple points about what a NP offers visitors. Perhaps listy.</p> <p>Possible response <i>New Forest</i></p> <p><i>There are trails which families can walk along (1) and heath ponds where you can enjoy a picnic (2).</i></p> <p>Level 2 – Clear (3-4 marks) Accessed by either clearly describing what is offered to families with children or a clear sense of place. Both= top marks.</p> <p>Possible response <i>New Forest</i></p> <p><i>The New Forest Wildlife Park provides a chance to get close to indigenous species such as otters and red deer (3). The National Motor Museum in Beaulieu has Dipstick's Driving Circuit for young children (4).</i></p>	<p>4</p> <p>1 – 2</p> <p>3 – 4</p>	<p>AO1</p>

Question	Expected Response	Marks	AOs
8	<p>Levels of Response</p> <p>Level 1 – Basic (1-3 marks) Simple points that show how the flyer may affect appeal (not straight lifts), not specifically for retired people.</p> <p>Possible response <i>The flyer may help people decide to visit the Costa Del Sol as one of the products and services offered are refreshments (1). Also the lift for wheelchair users means there are no accessibility worries (2) about the journey to this destination, as the travellers will be looked after (3).</i></p> <p>Level 2 – Clear (4-6 marks) Accessed by either clearly explaining how appeal is affected by promotional details from the flyer / linked to retired people. Both= top marks.</p> <p>Possible response <i>The sunshine guarantee is likely to affect their choice as they know they will be travelling to places with sunny climates, and this means they don't have to worry about the factor of weather and climate at their destination (4). This flyer will attract retired people as they have plenty of time on their hands, and so are not as concerned with travelling quickly (5) as cost is more likely to be a factor if they are living on a pension (6).</i></p>	<p>6</p> <p>1 – 3</p> <p>4 – 6</p>	<p>AO2</p>

Question	Expected Response	Marks	AOs
Q9 cont'd	<p><i>Big Beach Café is an easy stroll from Brighton towards Hove and provides good food at economical prices (7). The Brighton Royal Pavilion has many rooms to explore and has audio guides to help interpret the history of each room, although there are no discounts available to couples, which may make the entry fee seem expensive (8).</i></p> <p>Level 3 – Detailed (9-12 marks) Detailed explanation of how well the chosen resort has specifically met the needs of the chosen customer type. May present a reasoned conclusion. Written expression is fluent in conveying meaning.</p> <p>Possible response (as above plus below) <i>Brighton has a range of accommodation to suit any budget, from the Travelodge just behind the seafront on West Street (9) to the Grand Hotel, which offers fantastic sea views and spa facilities which both partners could enjoy, as well as seasonal offers like Winter Special Deals for couples seeking a short break (10). The Pier at Brighton offers more traditional seaside entertainment- many of the rides and arcades are aimed at all ages, such as the Haunted House and would provide real fun for the couple seeking to spend time together (11). Overall, Brighton offers accommodation and dining to suit all budgets and tastes, the range of boutiques in The Lanes is a real asset and provides an easy way for the couple to wander and soak up the laid-back atmosphere (12).</i></p>	9 – 12	

Question	Expected Response	Marks	AOs
10	<p>No mark for naming home area or UK beach or seaside resort.</p> <p>Point mark up to 3 correct elements of a route from the named home area to the UK beach or seaside resort.</p> <p>Accept correct routes by any transport mode (eg. rail, road).</p> <p>Possible response <i>London</i> <i>Southsea</i></p> <p><i>Drive south on A3 (1) from London. Drive west on A27 (2), then head south on the A2030 to Southsea (3).</i></p>	3	AO1
11	<p>Point marked</p> <p>Letter used more than once, score zero for that letter.</p> <p>Diggerland C San Siro D Mt. Fuji A Science E</p>	4	AO1

