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GCSE

# Leisure and Tourism

48401 Understanding Leisure and Tourism Destinations  
Mark scheme

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June 2016

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Version 1.0: Final Mark Scheme

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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](http://aqa.org.uk)

Question	Expected Response	Marks	AOs
1	Natural attraction	1	AO1
2	<p><b>Point marked</b></p> <p>Idea of <b>3</b> hours or less <b>flying</b> time (1); idea of within Europe / Mediterranean Basin (1); exemplification e.g. Tunis / Paris/ Athens (1)</p>	2	AO2
3	<p>Accept any correctly named <b>UK natural</b> visitor attraction. e.g. Wastwater (1), High Force (1), Cheddar Gorge (1)</p> <p>If overseas example, no credit. If not natural, no credit.</p> <p><b>Point marked</b>, can be four separate points, or allow up to a 2<sup>nd</sup> mark for development of a simple point.</p> <p><b>Possible response:</b>  <i>At Wastwater visitors can enjoy the peace and solitude (1) whilst painting the lakeside fells (2). There is the lakeside hike along the scree slopes (3) and there is the Wasdale Hall Youth Hostel (4) where tourists may stay.</i></p>	1+4=5	AO1
4	<p><b>Point marked</b></p> <ul style="list-style-type: none"> <li>Idea of 'eco' as fragile natural areas</li> <li>Idea of 'eco' as supporting the way of life of local communities</li> <li>Idea of 'eco' bringing some benefit such as conservation or educational awareness</li> <li>Carbon neutral /low carbon travel.</li> </ul> <p><b>Possible response:</b>  <i>Ecotourism is tourism involving visiting fragile (1), pristine (1), or relatively undisturbed natural (1) areas, intended as a low-impact (1).</i>  <i>It supports / benefits local communities / local ways of living (2).</i>  <i>Its purpose may be to educate the traveller (3), to provide funds for ecological conservation (3).</i></p>	3	AO3

Question	Expected Response	Marks	AOs
5	<p>Factors may include:</p> <ul style="list-style-type: none"> <li>the range of products</li> <li>events taking place</li> <li>personal Interests , tastes</li> <li>cost</li> <li>accessibility</li> <li>promotion</li> <li>weather and climate</li> </ul> <p><b>Levels of Response</b>  <b>Level 1 - Basic</b>  Simple statements about factors affecting destination choice. At top L1, some analysis may be attempted but is likely to be generic, not particularly linked to the teenage group customers.</p> <p><b>Possible response:</b>  <i>Cost is an important factor. Teenagers might not be able to afford to stay where they like. (3).</i></p> <p><b>Level 2 - Clear</b>  Clear analysis that may have affected <b>this teenage group's</b> choice of holiday destination allows access to L2. For top L2 marks, a range of factors may be expected.</p> <p><b>Possible response:</b>  <i>Cost is one factor that can make a difference to anyone - affordability is an issue for most people. A group of older teenagers may be able to share costs for larger accommodation so may have more choice about where they choose to stay (4). Another factor that may affect a group of teenagers is accessibility - younger teenagers travelling as a group may mean transport options become more limited to public transport (5). Weather and climate would also be a factor - the group would want sunny weather at their destination so they can get a good tan which matters more to younger people (6).</i></p>	<p>6</p> <p>1-3</p> <p>4-6</p>	<p>4 AO2 2 AO3</p>
6	<p>No mark for naming airport or UK NP.</p> <p><b>Point mark</b> up to 3 correct elements of a route from the named UK international airport to the UK NP.</p> <p><b>Possible response:</b></p> <p><i>Birmingham International Dartmoor NP</i></p> <p><i>Drive south west on the M42 (1). Head south on the M5 (2). Head west on the A30 (3) at Exeter.</i></p>	3	AO1

Question	Expected Response	Marks	AOs
7	<p><b>Point marked.</b>            No mark for naming UK National Park.            1<sup>st</sup> mark for clearly named attraction.            2<sup>nd</sup> &amp; 3<sup>rd</sup> marks for accurate description of the attraction itself.</p> <p><b>Possible response:</b>  <i>New Forest</i>  <i>Beaulieu National Motor Museum (1)</i>  <i>There is Dipstick's Driving Circuit (2) and Palace House with its hosts in Victorian costume (3).</i></p>	2x3=6	AO1
8	<p><b>QWC question</b></p> <p><b>Credit can be gained at all levels for non-holiday visits such as day and business trips.</b></p> <p>Ways of meeting needs may include the range of attractions, facilities, other products and services offered, pricing, information provision, staff support services, accessibility to / around the destination.</p> <p><b>Levels of response</b></p> <p><b>Level 1 – Basic (1-4 marks)</b>            Simple statements of how well (or not) the named destination meets the needs of visitors. Likely to be a generic response. Written expression is basic. Top L1 will make some attempt to explain how well needs are met, for example by simple assertion.</p> <p><b>Possible response:</b>  <i>Southsea.</i>  <i>Southsea has cafes on the promenade, some bars and restaurants (1). There is a funfair (2). There is a range of accommodation (3) which means people can find somewhere to stay within their budget (4).</i></p> <p><b>Level 2 - Clear (5-8 marks)</b>            Clear explanation of how well the chosen destination specifically meets visitors' needs / clear sense of place. For top L2 marks, a range of ways may be expected and written expression will be clear in conveying meaning.</p> <p><b>Possible response:</b>  <i>Southsea is a good place for visitors because it has a large range of attractions (5). Restaurants like Las Iguanas at Gunwharf offer an enjoyable way to try a new cuisine in a trendy setting, and there are many offers such as</i></p>	12	3 AO1 4 AO2 5 AO3

Question	Expected Response	Marks	AOs
8 cont'd	<p><i>kids eat for free with an adult (6). After this I recommend going to Jongleurs comedy nightclub, just around the corner from Las Iguanas and so a short walk away; at Jongleurs visitors can enjoy comedy acts and the disco afterwards, which would be an ideal way to fill up an evening with entertainment (7). Another super place to visit would be Southsea Castle, it's free entry which is a bonus for everybody and offers the fantastic experience of seeing the same view of the Solent as Henry VIII did (8).</i></p> <p><b>Level 3 - Detailed (9-12 marks)</b>  Clear, detailed explanation of how well the chosen attraction has specifically met the visitors' needs / detailed sense of place. For top L3 marks, a range of ways may be expected (may not be stereotypical) and written expression will be clear in conveying meaning. Some detailed concluding comments may allow access to the upper range within this Level.</p> <p><b>Possible response: [as above +]</b>  <i>I think somewhere like Spinnaker Tower would be a fantastic start to a holiday in Southsea, from View Deck 1 visitors could use the panoramic markers and ask 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). After this, it is an easy stroll along the seafront to the D-Day Museum, where visitors can 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). Overall, I think the range of attractions like the Spinnaker Tower and the easy access offered by the level seafront makes Southsea an ideal destination (12).</i></p>		

Question	Expected Response	Marks	AOs
9	<p><b>Levels of Response</b></p> <p><b>Level 1 - Basic</b> Simple points about how the poster <b>or</b> desire to experience ski/snowsports/Lapland itself generally may affect appeal, not necessarily for families.</p> <p><b>Possible response:</b> <i>The poster may help people decide to use this operator as one of the products and services offered is guaranteed snow (1) so they don't have to worry about whether they will be able to ski (2). Also the chance to see the Northern Lights may appeal to visitors (3).</i></p> <p><b>Level 2 - Clear</b> Accessed by clearly explaining how <b>either</b> appeal is affected by promotional details <b>or</b> linked to families. <b>Both of these elements = top marks.</b></p> <p><b>Possible response:</b> <i>This poster will attract families as the range of products on offer directly appeals to them (4) as the activities available such as sleigh rides and igloo stays are appealing to younger visitors (5). The snow guarantee is likely to affect their choice as they know they will be travelling to places with deep snow (6).</i></p>	<p><b>6</b></p> <p><b>1-3</b></p> <p><b>4-6</b></p>	<b>AO2</b>
10	<p><b>Point Marked</b></p> <p>Accept any correctly named examples:</p> <p>Colosseum / Machu Picchu / Great Wall of China (1)</p> <p>Skywalk, USA / Atomium, Belgium / MoMA, USA (1)</p> <p>Old Trafford / Murrayfield / Capital FM Arena (1)</p> <p>Theme park (1)</p>	<b>4</b>	<b>AO1</b>

Question	Expected Response	Marks	AOs
11	<p><b>Point Marked</b></p> <p>No mark for name of destination</p> <p>First mark for describing impact, 2<sup>nd</sup> mark for linking impact to the destination.</p> <p><b>Possible response:</b></p> <p><i>Zeeland</i></p> <p><i>Positive economic impact</i></p> <p><i>Many jobs (1) have been created in the Delta Expo exhibition park (2).</i></p> <p><i>Positive environmental impact.</i></p> <p><i>The waterfront at Veere has been preserved (1) due to taxes raised from tourist accommodation in the village (2).</i></p>	2+2=4	AO1
12	<p><b>QWC question</b></p> <p><b>N.B. Only advantages for tourists can gain credit, responses referring to travelling around / within a destination can also gain credit.</b></p> <p>Advantages: no set travelling times; travel by preferred route; break of journey whenever; can enjoy own space.</p> <p><b>Levels of response</b></p> <p><b>Level 1 - Basic</b></p> <p><b>Upper Level 1 will attempt explanation of an advantage.</b></p> <p><i>An advantage is you can set off when you want (1). You can plan your own route and speed (2). Another advantage can be the ability to select another route (3) because you can use a sat nav (4).</i></p> <p><b>Level 2 - Clear</b></p> <p><b>One clear advantage, low L2.</b></p> <p><b>Two to three clearly explained advantages- mid L2.</b></p> <p><b>Four clear advantages accesses top marks.</b></p> <p><i>Travelling together means families can easily stop for a break at their own convenience (5). Travelling by car does also offer the convenience of having your own transport once you arrive at your destination (6) Sat navs in cars can be pre-programmed which means drivers can relax and not worry about the route (7). The tourists can enjoy chatting and playing music for their entertainment, without worrying about disturbing other people (8).</i></p>	<p>8</p> <p>1-4</p> <p>5-8</p>	<p>4 AO1</p> <p>2 AO2</p> <p>2 AO3</p>