



**General Certificate of Secondary  
Education**

*Leisure and Tourism*

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

**Specimen Mark Scheme**

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*Dr Michael Cresswell Director General*

Question	Expected response	Marks	AO								
1	Correct ring on map (Goa). 1 mark. More than one ring drawn, no marks.	1	AO1								
2	Many British people go to UK seaside resorts on day trips. More than one box ticked, no marks.	1	AO1								
3	Most tourists from the UK travel to New York City by air. More than one box ticked, no marks.	1	AO1								
4	(a) = C (b) = A (c) = B	3	AO1								
5	<table border="1"> <tr> <td>car</td> <td>coach</td> <td>train</td> <td>minibus</td> </tr> <tr> <td>B</td> <td>A</td> <td>D</td> <td>C</td> </tr> </table>	car	coach	train	minibus	B	A	D	C	3	AO2
car	coach	train	minibus								
B	A	D	C								
6	Point mark: Channel Tunnel (1), St Pancras (1), car/ coach or other road transport/ road (1).	3	AO1								
7	Point mark: Gatwick is a major London airport. True. Cross-channel ferries operate from Liverpool. False. The M25 is a motorway that leads into the heart of London. False. All 3 ticks correct for 1 mark.	1	AO1								
8	environmental	1	AO1								
9	people want to conserve destinations for future generations.	1	AO1								

10	<p>Factors may include:</p> <ul style="list-style-type: none"> <li>• personal tastes and interests</li> <li>• cost</li> <li>• the promotion of destinations</li> <li>• the range of products and services on offer weather and climate</li> <li>• accessibility</li> <li>• events</li> </ul> <p><b>Levels of response</b></p> <p><b>Level 1 Basic (1-3 marks)</b> Simple statements likely of factors affecting destination choice. At the upper end some analysis may be attempted but is likely to be generic, not particularly linked to the couple in the question.</p> <p><b>Level 2 Clear (4-6 marks)</b> Some clear analysis at the lower end, of a range of factors (in the upper range) that may have affected <b>this</b> couple's choice of honeymoon destination.</p> <p><b>Example response:</b> <i>Cost is one factor that can make a difference to anyone – people have to be able to afford the holidays they buy. However, a honeymoon couple may spend more than normal on a holiday because the honeymoon is so special to them, so cost may be less important than usual (4 marks). Another factor that might make a big difference to the couple's destination choices is the weather. Many tourists from the UK look for warm sunny weather, especially for a beach holiday abroad. These two honeymooners are likely to want good weather to make their holiday memorable (5) although some rain probably wouldn't matter too much to them because romance of the trip would help them overlook the odd shower (6).</i></p>	6	4 AO2 2 AO3
11	<p>1 mark for attraction name. Point mark per descriptive point about attraction. No marks for resort</p> <p><b>Example response:</b> <i>Scarborough. Peasholm Park. There is a boating lake (1) and you can hire canoes there (2).</i></p>	3	AO1
12	<p>Point mark: Accept any 3 of: ski slopes/pistes, ski lift/cable car, cafes'/restaurants/bars/après-ski, hotels, transport links</p>	3	AO1
13	<p>Point mark per reason for the Metrodome being advantageous for families with children up to a max of 2 marks per reason. No credit for simply copying advantages from <b>Figure 5</b>. Allow up to 2 further marks for a well developed explanation of any one main advantage.</p> <p>Possible main advantages to explain: extended opening during school holidays, Space Adventure open straight after school,</p>	6	AO2

	free parking, exciting water attraction, all indoor <b>Example response</b> <i>The Metrodome is all under cover (1) so families can take children for fun no matter what the weather (2<sup>nd</sup> mark). Children get especially bored in the holidays when it rains so it'd be good to be able to go there then. (3<sup>rd</sup> mark). It doesn't cost anything to park a car (4<sup>th</sup> mark) which is good because taking children to a leisure facility can be expensive for adults(5<sup>th</sup> mark) because they tend to want to buy extras like sweets and drinks (6<sup>th</sup> mark).</i>								
<b>14</b>	No marks for the name of the attraction. Point mark. 1 mark for each of up to 3 things the attraction does to try to meet the needs of customers who are wheelchair users. Alternatively, a candidate may develop 1 or 2 things in more detail for max marks. Possible things done: ramps, wider doors, lifts, signage, disabled/wider toilets, wheelchair mooring/parking/storage areas, staff assistance, special arrangements for carer/companion. Additional marks may be gained for each point that describes more exactly what the named attraction has done (how many ramps, for example) in ways that are specific to it.	3	AO1						
<b>15(a)</b>	<table border="1"> <tr> <td>Negative economic</td> <td>2</td> </tr> <tr> <td>Positive social</td> <td>4</td> </tr> <tr> <td>Negative environmental</td> <td>1</td> </tr> </table> <p>1 mark per correct letter in the correct place. Max 2.</p>	Negative economic	2	Positive social	4	Negative environmental	1	2	AO2
Negative economic	2								
Positive social	4								
Negative environmental	1								
<b>15(b)</b>	Point mark. 1 mark for <b>one</b> way that tourism can have a positive environmental impact on a destination. 2 <sup>nd</sup> mark for further development of the outline by description/explanation/exemplification.  There are two likely approaches candidates may take: <ul style="list-style-type: none"> <li>• Revenue from tourism allows spending by businesses and the local authority on upgrading/maintaining the quality of the environment (natural or built)</li> <li>• Tourism itself engenders interest in maintaining local environmental quality. Among organisations to attract visitors and among tourists through supporting conservation.</li> </ul> <b>Example response</b> <i>More tourists to the destination means the local council get more money (1) that they can spend on landscaping (2<sup>nd</sup> mark) or cleaning up old buildings (alternative 2<sup>nd</sup> mark).</i>	2	AO1						

16	<p><i>Ecotourism</i> is travelling to a place for a temporary stay (typically a holiday) at minimal disruption to the environment (or even to engage in positively enhancing the environment) because of the appeal of the environment.</p> <p>Point mark 1 mark per idea. Allow up to 1 mark for exemplification.</p>	2	AO1
17	<p>Ways of meeting needs may include the range of products and services offered, pricing, information provision, facilities including for special needs, staff support services. Customer type must be as listed or limit marks to L1. No marks if chosen example is not a visitor attraction.</p> <p><b>Levels of response</b></p> <p><b>Level 1 Basic (1-3 marks)</b> Simple statements of what has been done to meet customer needs. Likely to be a generic response. Written expression is basic or meaning is unclear. Top L1 will make some attempt to evaluate how well needs are met, for example by simple assertion.</p> <p><b>Level 2 Clear (4-6 marks)</b> Clear evaluation of how well the chosen attraction has specifically met the needs of the chosen customer type. For top L2 marks, a range of ways may be expected and written expression will be clear in conveying meaning.</p> <p><i><b>Example response:</b> Alnwick Garden meets the needs of people of different ages very well. At the foot of the giant water cascade there are toy tractors provided that very young children really enjoy riding around on. The spouts of water from the cascade provide well for teenagers who want to have fun by trying to dodge them and laugh while being soaked. The walled garden at the top provides exactly the peace and quiet that older adult visitors seek and, even better, provides plenty of seating for the elderly. (Top L2, 6 marks).</i></p>	6	2 AO1 4 AO3
18	<p>Transport modes within the UK, between the UK and at destination (eg transfers) are relevant, as are routes that may be taken from the locality to the UK exit point, from there to the overseas gateway and from there to destination.</p> <p>No marks for naming the local area or long-haul destination. If the named destination is not long-haul, max 8 marks.</p> <p><b>Levels of response</b></p> <p><b>Level 1 Basic (1-4 marks)</b> Simple statement/s of appropriate transport mode or route. Just mode is low Level 1. Route facts are also needed, maybe listed, to reach top L1. Assertion rather than clear evaluation may be</p>	12	3 AO1 3 AO2 6 AO3

	<p>present. Written expression is basic or meaning is unclear.</p> <p><b>Level 2 Clear (5-8 marks)</b>                  Clear evaluation and recommendation of route and/or mode appropriate to the student and her friend. Likely to be stereotypical. Both mode and routes need to be clearly evaluated to reach upper L2. For top L2 marks, written expression is clear in conveying meaning.</p> <p><b>Level 3 Detailed (9-12 marks)</b>                  Detailed evaluation of mode/route with recommended route and mode clearly appropriate to the customer. May recognise that the customer may not be stereotypical. Evaluation is in some detail for lower L3 and should be full for upper L3. For top L3 marks, written expression is fluent and conveys meaning well.</p> <p><b>Example response</b></p> <p><i>Darlington                  Negril, Jamaica</i></p> <p><i>I recommend they fly from London Heathrow or Gatwick to Jamaica. They could fly from Durham Tees Valley Airport to Heathrow which would be more convenient than Gatwick but as students they could get a cheap rail ticket from Darlington through to Gatwick via London so that could save them money. Flights to Kingston via Miami take longer than direct flights but may work out cheaper and the students may not mind the extra time if it meant more money to have fun in Negril. On the other hand, they may have more money than other students and prefer to pay for a tourist flight direct to Montego Bay. This may cost more but Montego Bay is much closer to Negril than Kingston and they would be able to find a local driver to take them to Negril more easily. If they went via Kingston it would take nearly a whole extra day to transfer to Negril so I would not recommend them to do that unless it saved them a lot of money on the flight or they wanted to visit Kingston itself as a stopover. (Level 3, top, 12 marks).</i></p>		
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