



**General Certificate of Secondary Education
2012**

Leisure and Tourism

Unit 1: Introduction to Leisure and Tourism

[GLT11]

MONDAY 14 MAY, AFTERNOON

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses. The mark schemes should be read in conjunction with these general marking instructions.

Assessment objectives

Below are the assessment objectives for GCSE Leisure and Tourism.

Candidates must show they are able to:

- recall, select and communicate their knowledge and understanding of a range of contexts (AO1);
- apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks (AO2); and
- analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions (AO3).

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark scheme

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the “best fit” bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Marking calculations

In marking answers involving calculations, examiners should apply the “own figure rule” so that candidates are not penalised more than once for a computational error.

Quality of written communication

Quality of written communication is taken into account in assessing candidates’ responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within level of response as follows:

Level 1: Quality of written communication is limited.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is of a high standard.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Limited): The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (High standard): The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

- 1 (a) Compare **Table 1** by matching each facility to a key component of the leisure and tourism industry. Show your answers by writing one of the letters A–F in the correct box. Each facility should be used only **once**.

Component	Facility
Transportation	E
Home-based Leisure	F
Arts and Entertainment	A
Sport and Physical Recreation	B
Accommodation	D
Visitor Attractions	C

Table 1

[6]

- (b) Discuss, using **two** examples, how leisure and tourism industries depend on each other for customers.

There is a range of acceptable answers, e.g. a family day out at a visitor attraction is a leisure activity which relies on transportation such as flights to Disneyland Paris; to ensure that the visitor will remain at the attraction for as long as possible it will need to provide accommodation, such as a theme park providing hotels and campsites to accommodate their guests.

Or any other acceptable answer

For each link:

[1] example identified without any development

[2] example identified with some development

[3] example is identified with detailed development as above.

(2 × [3])

[6]

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- 2 (a) Study **Table 2** which shows a range of leisure activities. An example has been completed for you.

Activity	Active	Passive
Spectating at the Olympic Games		✓ (given)
Mowing the front lawn	✓	
Reading a library book		✓
Playing a game of netball	✓	
Scuba diving in the Red Sea	✓	
Surfing on the Internet		✓

Table 2

[5]

- (b) Define the term “**leisure**”.

Leisure is undertaken after the necessities of life, such as work/education, have been completed and when they have the freedom to choose and engage in an experience which is expected to be personally satisfied.

Or any other acceptable answer

[1] limited definition, e.g. activities people do in their free time

[2] detailed definition of leisure activities which covers the key elements identified above.

[2]

- (c) Outline **four** reasons why people use leisure facilities. Give an example of each to support your answer.

Answers may include:

- for entertainment, e.g. to watch an opera at a theatre house
- for recreational purposes, e.g. to play a game of 5-a-side football with friends
- for relaxation, e.g. to read a book in a quiet space
- for socialising and eating out, e.g. meeting up with family for a special occasion such as a birthday
- for health reasons, e.g. using a fitness suite to keep fit
- for expertise of service or product, e.g. golf professional.

Or any other acceptable answer

[1] reason only

[2] reason with example

(4 × [2])

[8]

(d) Analyse **two** factors which have influenced the **development** of the leisure and tourism industry over the last ten years.

- Income levels
- Holiday entitlement
- Working hours
- Retirement patterns
- Range of facilities.

For each factor:

Use the indicative content with the following level banding.

Award [0] for a response not worthy of credit.

Level 1 ([1])

Factor only identified.

Level 2 [2]

Factor identified with some analysis.

Level 3 [3]

Factor identified with detailed analysis.

(2 × [3])

[6]

21

3 Study **Table 3** on the insert provided which provides information on Northern Ireland Visitors Attractions. Answer the following questions.

(a) Identify an attraction which, during the period 2008/2009, has:

Experienced an increase in its visitor numbers by more than 20%
Castle Coole [1]

Experienced a decrease in its visitor numbers by more than 10%
W5 [1]

Maintained its visitor numbers
Joey Dunlop Memorial Garden [1]

(b) Identify **two** attractions offering free entry.

Any two of:

- Castle Archdale
- Joey Dunlop Memorial Garden
- Derry Walls
- Giant's Causeway Visitor Centre [2]

(c) For each of the following attractions, identify the **type** of organisation and describe how each operates to meet its own and its customers' needs.

Belfast Zoo

Belfast Zoo is public sector organisations funded by local government. It provides a service for local and incoming tourists which does not aim to make a profit. Any charges they make are to maintain the animals, pay for the upkeep of the zoo and pay the salaries of its employees.

The Lagan Boat Company

The Lagan Boat Company is a private sector organisation in private ownership. They provide a service to meet their customer's needs at a quality the customer expects in order to maximise their profits and ensure continued custom by being recommended to others or return visits.

Mount Stewart House and Garden

Mount Stewart House and Garden is operated by the National Trust, a voluntary sector organisation managed and operated largely by volunteers. It is non-profit making, operating to maintain, preserve and promote the property for others to enjoy in the future. Such large houses may decline without the support of the National Trust.

[1] how operated identified without any development

[2] how operated identified with some development

[3] how operated is identified with detailed development as above.

(3 × [3]) [9]

- (d) Compare and contrast visitor trends for the Giant's Causeway Visitor Centre and the Old Bushmills Distillery during the period 2005–2009.
- Giant's Causeway in 2009 had more than seven times the number of visitors than Bushmills Distillery.
 - Giant's Causeway, although a small dip in 2008/9, has steadily increased its visitor numbers to almost double over the five year period
 - Bushmills Distillery has steadily decreased visitor numbers since 2006
 - the number of visitors to both attractions decreased between 2008 and 2009 but the decrease was higher for the Giant's Causeway Visitor Centre
 - highest number of visitors to Giant's Causeway Visitor Centre was 751 693 in 2008. The highest figure for Old Bushmills Distillery was 134 298 two years earlier in 2006.

Or any other acceptable answer

Use the indicative content with the following level banding.

Award [0] for a response not worthy of credit.

Level 1 ([1]–[2])

For each attraction the overall trend only identified, e.g. the number of visitors to Old Bushmills Distillery has gone down. The number of visitors to the Giant's Causeway Visitor Centre has fallen. The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([3]–[4])

For each attraction, trend identified with some detail, e.g. the number of visitors to the Giant's Causeway Visitor Centre has increased from 464 243 to 714 612. The number of visitors to the Old Bushmills Distillery has also decreased. The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([5]–[6])

For each attraction, trend identified with detailed breakdown as above, e.g. the number of visitors to the Giant's Causeway Visitor Centre had increased from 464 243 in 2005 to 714 612 in 2009. However, the highest number of visitors was in 2008 and has fallen by –5% between 2008/9. In comparison the number of visitors to the Bushmills Distillery is considerably lower throughout the time period. Although the decrease in 2008/9 is lower, the number of visitors has fallen since

2006 when it was 134 298 to 100 318 in 2009. The candidate successfully selects and uses an appropriate form and style of writing supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is a widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear. [6]

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4 (a) One of the main purposes of tourism visits is going on holiday. Identify **four** other purposes.

- Sightseeing
- Visiting an attraction
- Visiting friends or relatives
- Going to a sports event as a spectator or a participant
- Business.

[4]

(b) Identify **three** forms of travel which may be used when going on holiday.

Any three of:

- air
- rail
- road
- sea.

[3]

(c) Describe and explain what is meant by the following types of holiday.

Two-Centre:

A holiday taken in two contrasting or similar destinations for similar or different periods of time which may or may not be in close proximity to each other. [3]

Guided Tour:

A holiday taken by individuals or groups of people, led by a guide who points out and explains points of interest, as they travel around a destination. [3]

Special Interest:

The holiday follows the interests of individuals or groups of people, for example, deep-sea diving, skiing or studying Roman architecture. [3]

All-inclusive:

A holiday which includes flights, transfers, accommodation, food, entertainment and the services of a resort representative, paid for as a package. [3]

For each type of holiday:

[1] basic answer, e.g. holiday in two centres

[2] sound answer, e.g. holiday which involves a stay in two different destinations

[3] detailed answer as description above.

(d) Economic hardships have had an impact on the destinations chosen by holidaymakers. Many are now choosing to take a domestic holiday. Analyse the impact of these changes to the provision of Leisure and Tourism in the UK.

- More people using organisations/facilities
- Increased turnover
- Increased profits
- Increased jobs available, secured employment
- Booked out at peak periods
- Able to up-date their facilities.

Or any other acceptable answer

Use the indicative content with the following level banding.

Award [0] for a response not worthy of credit.

Level 1 ([1]–[3])

Impacts only identified. The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary.

Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([4]–[6])

Impacts identified with some analysis. The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Impacts identified with detailed analysis as above. The candidate successfully selects and uses an appropriate form and style of writing supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence.

There is a widespread use of appropriate specialist vocabulary.

Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

[9]

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5 Monica is a receptionist in the Lough Erne Resort in Enniskillen, County Fermanagh.

(a) Identify **two** skills and **two** personal qualities that are required for her job.

Skills

Any **two** of:

- communication
- personal presentation
- money handling
- team work.

Or any other acceptable skill [2]

Personal Qualities

Any **two** of:

- friendly
- approachable
- hard working
- enthusiastic.

Or any other acceptable quality [2]

(b) Monica's main role is to deal with the hotel guests. Describe how she would be expected to deal with the following:

Check-in procedures:

Register the customers by taking personal and financial details which must be recorded accurately, ensuring that the customer is accurately identified. Advise customers of facilities and services available at the hotel and the local area. [3]

Customer Complaint systems:

Record details of the nature and type of complaint and if necessary details of any witnesses. Ensure the customer is content that the complaint is accurately recorded. Deal immediately with any minor problems, such as lack of towels in a bedroom, and ensure manager is informed of anything major. [3]

For each description:

[1] basic answer, e.g. registers/deals with customers

[2] sound answer, e.g. registers customers by taking down their details

[3] detailed answer as description above.

(c) Explain **three** measures which the Lough Erne Resort should take to meet the needs of people with a disability.

- Have wide doorways to allow access to wheelchair users and parents with prams/buggies to ease their ability to access the hotel
- Have ramps leading to doors to allow access to people with mobility problems including wheelchair users and parents with prams/buggies to ease their ability to access the hotel
- Have lifts between floors to allow access to people with mobility problems including wheelchair users and parents with prams/buggies
- Have signs with large print/symbols for partially sighted people to ensure they can find their way around the hotel without always having to ask for directions
- Have a hearing loop system for people with hearing difficulties which they can tune their hearing aid in to allowing them to communicate better.

Or any other acceptable answer

For each measure:

Use the indicative content with the following level banding.

Award [0] for a response not worthy of credit.

Level 1 ([1])

Measure only identified. The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 ([2])

Measure identified with some explanation. The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([3])

Measure identified with detailed explanation as above. The candidate successfully selects and uses an appropriate form and style of writing supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is a widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

(3 × [3])

[9]

Total

AVAILABLE
MARKS

19

100