



Rewarding Learning

**General Certificate of Secondary Education
2016**

Leisure and Tourism

Unit 1: Introduction to Leisure and Tourism

[GLT11]

TUESDAY 24 MAY, MORNING

**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 candidate's 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 schemes

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) Identify **two active** and **two passive** home based leisure activities.

Active; Any two of the following:

- Gardening
- DIY
- Playing a musical instrument
- Keep fit
- Any other suitable answer.

(2 × [1])

Passive; Any two of the following:

- Reading
- Watching TV
- Playing computer games
- Or any other suitable answer.

(2 × [1])

[4]

(b) Identify the essential part of the definition of tourism.

- The travellers' intention is to return home

[2]

(c) List **five** purposes of tourism visits.

Any five of the following:

- Going on Holiday
- Sightseeing
- Visiting an attraction
- VFR
- To spectate or participate at a sports event
- Business.

(5 × [1])

[5]

Accept only complete answers

(d) Home based leisure is a component of the Leisure and Tourism Industry. Complete **Table 1** by listing **three** other components of the Leisure and Tourism Industry and identify an example of each in Northern Ireland.

Components. Any three of the following with facility identified:

- Arts and entertainment – Waterfront Hall, Belfast
- Catering – Ramore restaurant
- Sports and Physical Recreation – Mary Peters Track, Belfast
- Visitor attractions – Marble Arch Caves, Fermanagh
- Accommodation – Europa Hotel
- Tourism organisations – N.I. Tourist Guide Association
- Transportation – Sealink
- Cultural Attractions – Carrickfergus Castle.

Example – Any answer for each component or any other suitable answer.

Component – (3 × [1])

Example – (3 × [1])

[6]

- (e) Describe how any **three** components might work together to meet the needs of a young couple taking a special interest holiday.

Example; An answer that describes any three appropriate components below, as working together to meet the needs of a young couple booking a special interest holiday.

e.g.

- Transportation, catering, arts and entertainment, sports and physical recreation, visitor or cultural attractions, tourism organisations, accommodation.

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

Level 1 ([1]–[2])

Candidate demonstrates basic knowledge and understanding, e.g. they identify 3 components that might work together and gives a basic description of how they might work together.

Level 2 ([3]–[4])

Candidate demonstrates sound knowledge and understanding, e.g. able to identify 3 components that work together and gives a good description of how all 3 components work together, but has limited reference to young couples or special interest holidays.

Level 3 ([5]–[6])

Candidate demonstrates detailed knowledge and understanding, e.g. able to correctly identify 3 components that work together and gives a detailed description of how they work together to fully reflect the needs of a young couple taking a special interest holiday.

[6]

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- 2 (a) People may use leisure facilities for expertise of service. Identify and describe **one** outdoor example of this type of service.

Any one of the following coaching or teaching sessions:

Example:

- Golf
- Sailing
- Canoeing or other forms of water sport
- Archery
- Or any other suitable alternative, e.g. Personal Trainer

(1 × [1])

Description: [1]

[2]

- (b) Complete **Table 2** by identifying **four** other reasons why people use Leisure and Tourism facilities and give an example of each.

Reason; and example; any four from:

- Entertainment – cinema or theatre
- Recreational purposes – non competitive activity such as bird watching, walking, swimming etc.
- Relaxation – enjoying a spa, visiting a beach etc.
- Socialising/eating out – meeting friends for meals, party etc.
- Health reasons – going to the gym to lose weight etc.

(4 × [1])

[4]

Suitable examples given.

(4 × [1])

[4]

- (c) Describe **three** main features of a package holiday.

Description to include any three from below or other suitable answer.

- Holiday is prearranged by the operator
- Choice of destination is made from set options
- Departure and arrival times to resorts are set and not negotiable
- Includes all aspects of transport and transfers
- Includes all types of accommodation, e.g. hotels, apartments etc
- Accommodation choices are made from set options
- May be booked on half or full board basis. Breakfast only or breakfast and evening meals
- Holiday representative on site to support holiday makers
- Option to book additional trips or activities through the representative
- Easier for family to book
- Less stressful

Award [1] for a simple description of each feature without detail, e.g. transport.

Award [2] for a clearly identified feature with appropriate detail, e.g. transport to and from destination airport with transfers to and from accommodation.

(3 × [2])

[6]

- (d) Identify and explain **three** advantages of an independent touring caravanning holiday for a family of four.

Any three advantages and suitable explanations from:

- Can arrange holiday plans and itinerary to meet the needs of children and adults
- Can alter plans as need arises – holiday may be less stressful
- Accommodation not required so holiday may be less expensive
- Food can be purchased either to eat out or can be prepared on own cooking facilities
- Vehicle transportation already in place that allows journeys to be made at minimal cost.

Award [1] mark for each advantage, e.g. cheaper.

Award [2] marks for each advantage with a correct explanation, e.g. the holiday will be cheaper because no accommodation is required.

(3 × [2])

[6]

- (e) Some airlines now offer online check-in facilities. Explain **three** ways that this helps the traveller.

Any three from:

Traveller

- Avoids queues at the check-in at airport
- Enables quicker access to departure lounge
- Confirms boarding pass details in advance
- Reduces uncertainty about departure gate or seat numbers
- Do not need to meet check-in time schedule
- Able to do at home
- Or any other suitable answer.

Award [1] mark for each simple explanation, e.g. avoids queues.

Award [2] marks for each detailed explanation, e.g. avoids queues at the check-in at airport.

(3 × [2])

[6]

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- 3 (a) Some employees in the Leisure and Tourism Industry are required to work outside of the normal daily 9 am to 5 pm period.

Explain **two** advantages of this to the employee.

Advantages. Any two with explanation from:

- Able to enjoy leisure time when facilities are less busy i.e. playing golf during the day, shopping etc.
- Able to manage family commitments such as school runs, child care etc. and reduce the costs of child minding
- Able to deal during the day with matters such as banking and meetings required for holiday arrangements and other personal business
- Or any other suitable explanation.

Award [1] mark for each simple explanation, e.g. can do other things.

Award [2] marks for each detailed explanation, e.g. can manage family commitments such as taking the children to school.

(2 × [2]) [4]

- (b) Describe **two** main duties of a ski instructor at a dry ski slope.

Any two from the following:

- Ensure the personal safety of the customers
- Plan the activity to meet the individual learning needs of each member of the group
- Ensure that all equipment that is being used is well maintained, safe to use and appropriate for the customer
- Demonstrate and participate in the activity
- Create safe and challenging activity for customers
- Encourage customers to fully participate in the activity.

Award [1] mark for each simple description, e.g. health and safety.

Award [2] marks for each detailed description, e.g. ensuring the personal safety of customers.

(2 × [2]) [4]

- (c) (i) Identify the **three** tier levels that typical leisure organisations operate at.

- Managerial
- Supervisory
- Operational.

(3 × [1]) [3]

Accept accurate answer only but do not penalise on (c)(ii).

- (ii) State the level of the following **two** posts.

Kitchen porter – operational.

Senior resort representative – supervisory.

(2 × [1]) [2]

- 4 (a) Explain **three** reasons why large Leisure and Tourism Organisations should record all accidents that occur in the work place.

Any three from:

- Legal responsibility – Must be done under the terms of the First Aid in the Workplace regulations and the Health and Safety at Work Act NI
- Helps identify sources of health and safety risks – Recording locations and types of accidents can be useful in determining how to minimise them in the future
- Can be used to defend the organisation in any future litigation – recording accidents involves detailing what happened and what was done to address the problem. Recording this information can defend the organisation in court
- Ensures that First Aid resources can be replaced or tracked effectively. If accidents are not recorded, first aid equipment can be used up without any notice being taken. May harm the ability of the workplace to address any injuries in the future.
- Provide disabled egress
- Regularly check smoke/fire alarms
- Or any other suitable answer.

Award [1] mark for each simple explanation, e.g. legal requirement.

Award [2] marks for each detailed explanation, e.g. legal requirement as outlined above.

(3 × [2])

[6]

- (b) Describe **four** actions that a hotel should undertake under Health and Safety legislation in order to ensure that guests are able to evacuate the building in the event of a fire.

Any four from:

- Provide emergency lighting above fire escape doors
- Provide Escape Plans for guests in their rooms
- Make provision for adequate signage throughout the building directing guests to nearest exits
- Ensure that fire doors are closed at all times and prevent them being held open
- Prevent the use of lifts when fire alarms are sounded
- Train their staff to be able to provide assistance in the evacuation of the building
- Keep fire appliances available for use if required by staff and/or guests
- Any other suitable answer.

Award [1] mark for a basic description, e.g. emergency lighting above doors.

Award [2] marks for a detailed description, e.g. emergency lighting above doors to assist guests to see an escape route in the event of a power failure.

(4 × [2])

[8]

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- 5 (a) Analyse **three** factors that have influenced how the Leisure and Tourism Industry has developed in the past 10 years.

Any three from:

Income levels

- Generally income levels have increased and levels of disposable income have also risen
- This increase in wealth has resulted in adults and their children being able to spend more widely on what might have been seen in the past as luxury goods or services
- The L&T industry has responded to this and has created a broader range of provision for young and old alike.

Holiday entitlement

- Holiday entitlements have increased slowly over the years with public and bank holidays being recognised by growing numbers of employers
- In addition, paid annual leave periods, particularly in the public sector take account of years of service
- Employment legislation has improved the level of entitlement for casual and temporary staff too
- Employees are now able to enjoy holidays with no financial penalty
- The L&T industry has responded to this and has created a broader range of provision for the work force.

Working hours

- Hours of work have altered dramatically in the recent past
- Part time work, shift work, unsocial hours and weekend working as well as flexi work hours are now common in the work place
- Employees are now able to participate in L&T outside the 5pm to 9am period.

Retirement patterns

- The state pension age has increased and some occupational pensions are now more expensive
- However in the past 10 years occupational pensions have allowed employees to retire at 60 or before that with handsome packages.

Range of facilities

- The L & T industry has responded to an increasing demand for products and services from consumers
- The scope and range and variety of P&Ss has increased to meet that demand
- Innovative products such as clothing, equipment and services have increased in popularity and demand continues to grow from across the whole population.

(3 × [3])

Level 1 ([1]–[3])

Candidate demonstrates basic knowledge and understanding, e.g. they identify factors without any development. 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])

Candidate demonstrates sound knowledge and understanding; factors are identified with some development. The candidate uses an appropriate form and style of writing. 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])

Candidate demonstrates detailed knowledge and understanding; factors are identified with detailed development as above. The candidate successfully selects and uses an appropriate form and style of writing. 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]

(b) Describe two features of a voluntary Leisure and Tourism Organisation.

Any two with explanation for full marks:

- Established with a constitution to meet the needs of the members
- Members elect office bearers to maintain the running of the organisation
- Individuals may apply to join and may need to be proposed by a current member
- An AGM is held annually where members may propose changes to office bearers or to the constitution
- In many cases the organisation is run by the members who may appoint employees to support the running of the organisation
- Members retain equal voting rights at the AGM and any EGMs.

Award [1] mark for each simple description, e.g. has a constitution.

Award [2] marks for each detailed description, e.g. established with a constitution to meet the needs of members.

(2 × [2])

[4]

(c) Analyse three benefits to Belfast City Council in cooperating with a private leisure company to host a major sporting event in the city.

Any three benefits with suitable analysis:

Can raise the profile of the city

- This will encourage increased tourism and revenue after the event
- May not have been possible to do this without a larger marketing campaign.

Can spread the cost of a major project

- Without financial support from a private source, the Council may have had difficulty in securing sufficient funds to run the event. A private funder would be happy to invest if it was able to secure some of the anticipated profit.

Can spread the level of risk of a major project

- The Council may be reluctant to engage with a major project if there were insufficient expertise within its own staff team
- Engaging in a partnership with another organisation allows expertise to be brought to a project from an external source, particularly one that has experience in organising such events.
- Or any other suitable answer.

(3 × [3])

Level 1 ([1]–[3])

Candidate demonstrates basic knowledge and understanding, e.g. they identify benefits without any development. 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])

Candidate demonstrates sound knowledge and understanding; benefits are identified with some development. The candidate uses an appropriate form and style of writing. 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])

Candidate demonstrates detailed knowledge and understanding; benefits are identified with detailed development as above. The candidate successfully selects and uses an appropriate form and style of writing. 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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Total

100