

VGCSE

Mark Scheme

VGCSE

Leisure and Tourism

5346 Unit 1: Investigating Leisure and Tourism

January 2004

Edexcel
Success through qualifications

| Question | Example answers | Marks awarded |
|-----------------------------------|---|---|
| 1.(a) AO1 | On-line travel services – organisations that can arrange your holiday through the Internet Tourist information and guiding services – Organisations that provide information to visitors about destinations. Transportation– Organisations that provide methods of transport to take you from one place to another e.g. train. | One mark for each description correctly linked to a component No marks if more than one line used. (3) |
| 1.(b) AO1 | Travel agents (1) Attractions (1) Tour operator (1) Accommodation and catering (accommodation/catering) (1) | One mark for each correct answer to a maximum of 2 marks. (2) |
| Total marks for Question 1 | | 5 marks |
| 2. AO1 | <ul style="list-style-type: none"> • Arts and entertainment – museum/ library/cinema. (1) You could go to a museum to see an exhibition / cinema to watch a film. (1) • Countryside recreation – an outdoor activity centre. (1) You could go cycling with friends on a cycle trail. (1) • Catering – A fast food takeaway. (1) You could go with your family or friends for fish and chips at the seaside. (1) • Visitor attractions – a theme park/museum (1). You could go to a theme park like Alton Towers and go on the fast rides. (1) | One mark for each facility/venue correctly linked to a component. Must state correct term. (4) One mark for each leisure activity correctly described. (4) |
| Total marks for Question 2 | | 8 marks |
| 3.(a) AO1 | <ul style="list-style-type: none"> • Transportation – Coach Driver • Tourist information and guiding services – Tourist Guide/Overseas representative • Arts and entertainment – Dancer/Museum Curator/Librarian • Countryside recreation – Park Ranger | 1 mark for job linked to the correct component (4) |
| 3.(b) AO2 | Protect the wildlife. (1) Deal with problems/make sure people are safe. (1) Drive around and check if anything is broken, like gates. (2) | Up to 2 marks for each duty described. 1 mark basic description 2 marks detailed description (4) |
| Total marks for Question 3 | | 8 marks |

| Question | Example answers | Marks awarded |
|-----------------------------------|---|--|
| 4.(a) AO1 | Library <ul style="list-style-type: none"> • Take out books/periodicals etc (2) • Loan different types of CDs (2) • Photocopier (1) • Computers (I) with internet access (D)(2) • Area to read newspapers/magazines (2) • Reading clubs (1) • Books (1) | Up to 2 marks for each product or service described. 1 mark for identification (I) 1 mark for description (D) (4) |
| 4.(b) AO1 | Travel agency <ul style="list-style-type: none"> • Foreign exchange (1) • Advice on passports, visas etc (2) • Brochures (1) • Sell foreign currency like Euros and Dollars (2) <p>Not discounts or special offers</p> | 1 mark for each product or service identified (I) to a max 4 or Up to 2 marks for each product or service described (D) to a max 4 (4) |
| Total marks for Question 4 | | 8 marks |
| 5.(a) AO1 | Rail – metro/underground (1) Train (1) Sea – ferry/boat(1) Air – plane/airplane(1) Road – Car(1) Not airport. Not taxi /bike | 1 mark for each correct answer (3) |
| 5.(b) AO2 | Method of transport – Metro/underground (1) Metro goes from the airport to the city centre. (1) It is a rail that connects the Tyne & Wear region. (1) It is direct from the airport to the city centre. (1) The metro goes direct from the airport to the city centre which is great for an overseas visitors as they will want to see the city. (2) | 1 mark for the transport method Up to 2 marks for each explanation 1 mark basic explanation (B) 2 marks detailed explanation (DE) Dependant question (DEP) (3) |

| Question | Example answers | Marks awarded |
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| <p>5.(c)</p> <p>A03</p> | <p>L1 There is an airport at Newcastle. (1)</p> <p>L2 A plane will be quick and a business person may have important meetings to get back for. (3)</p> <p>L3 A flight is quick and they can travel business class for comfort. They can get there and back in a day so not wasting time on a ferry when they might have other meetings to go to in Amsterdam. (4) Business people will not worry about cost. They are more interested in speed so that they can get their work done as quickly as possible. If you fly it would only be short so it would mean that the person could get straight back to Amsterdam for business. (4) Convenient as quick. A business person may have a meeting next day so time is important. The ferry would take too long because of the crossing time. Cost might not be important. (4)</p> | <p>L1 – 1 mark Mainly descriptive (D)</p> <p>L2 – 2-3 marks Some explanation (E)</p> <p>L3 – 4 marks Detailed explanation (DE) that has clear links (L) to the business person</p> <p>(4)</p> |
| Total marks for Question 5 | | 10 marks |
| <p>6 (a)</p> | <p>L1 They have wheelchair access which might have ramps.(2) It offers wheelchair access and audio sign interpreted performance. It has concessions. (2)</p> <p>L2 They provide wheelchair access for people who are wheelchair users so it would make it easy to get around. (3)</p> <p>L3 The theatre provides wheelchair access for wheelchair users and audio/sign interpreted performances for people who have problems with their sight or hearing. This makes the theatre a place where everyone can visit. Customers will be able to get around easily, and everyone can enjoy the performance for example a deaf person will enjoy it as they can have help from the interpreter. (5)</p> | <p>L1 1-2 marks Basic response mainly descriptive (B)</p> <p>L2 3-4 marks Some explanation (E)</p> <p>L3 5 marks Detailed explanation (DE) referring to different types of disabilities.</p> <p>(5)</p> |

| Question | Example answers | Marks awarded |
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| <p>6.(b)</p> <p>AO1/2</p> | <p>L1 Children might not have any money to go to the theatre plus the production might be on late. (2)</p> <p>L2 Reason, e.g. theatre can be expensive and children do not have a lot of money as they only get pocket money The production may be on late on a school day and they may not be allowed to go. The production may not be suited to their age group so may not appeal to them. (4)</p> <p>Do not accept price as it is related to products or services</p> | <p>L1 1-2 marks Basic reasons (B)</p> <p>L2 3-4 marks Detailed reasons (DE)clearly linked (L) to children and factors</p> <p>(4)</p> |
| <p>6.(c)</p> <p>AO3</p> | <p>L1 Children’s meals in the café. (1)</p> <p>L2 Put on a variety of productions so that all ages are catered for. (2)</p> <p>L3 Look at the time of the production - put on at an earlier time so families can come as children may need to be in bed early. (3)</p> | <p>L1 1 mark Description (D)</p> <p>L2 2 marks Some explanation (E)</p> <p>L3 3 marks Explanation clearly linked to families (L)</p> <p>(3)</p> |
| Total marks for Question 6 | | 12 marks |
| <p>7.(a)</p> <p>A02</p> | <p>Young people aged 10 and 16 e.g.</p> <ul style="list-style-type: none"> ▪ After school club (I) where there are lots of activities such as 5-a-side football (D) as young people like football and they are able to be with friends. (L)(3) <p>Must be product/service not promotion</p> | <p>Up to 3 marks available 1 mark identify product or service (I) 1 mark description (D) 1 mark link to customer type (L)</p> <p>Candidates must be making a suggestion for any marks (3)</p> |
| <p>7.(b)</p> <p>A02</p> | <p>People after work e.g.</p> <ul style="list-style-type: none"> ▪ New facilities (I) such as sauna or Jacuzzi (D) where people can relax after a hard day at work. (L)(3) <p>Must be product/service not promotion</p> | <p>Up to 3 marks available 1 mark identify product or service (I) 1 mark description (D) 1 mark link to customer type (L)</p> <p>Candidates must be making a suggestion for any marks (3)</p> |
| Total marks for Question 7 | | 6 marks |

| Question | Example answers | Marks awarded |
|---|--|---|
| <p>8.(a)</p> <p>A01</p> | <p>Package, all inclusive deal (1) Two of the following: accommodation, transport, and / or significant ancillary service put together (1) and sold at one price. (2) Everything included in one price (1) Where accommodation, catering and a tour are all included in the price. (2)</p> | <p>1 mark for basic response (B) 2 marks for detailed response (D)</p> <p>(2)</p> |
| <p>8.(b)</p> <p>A01/2</p> | <p>L1 Leisure - catering breakfast at the restaurant, museum tour Travel /tourism - holiday - breakaway, accommodation and travel, sporting venue. (2)</p> <p>L2 A tour of Old Trafford and the museum is a trip to an attraction and this is both leisure and tourism. (3) A sporting venue could be leisure as that is where you play sport. There is a link here as the venue at Manchester is used as a visitor attraction and sold as a package which links to travel and therefore sold at one price. (4)</p> <p>L3 The tour of Manchester United includes the Museum which is an attraction. An attraction is both Leisure and Tourism. Part of the package is accommodation but that also includes breakfast which is catering so staying in the hotel is tourism but catering is leisure so you get both just in the hotel. A tour of the football ground will be given by a guide which is tourism but the ground is about football which is a sport so there is a link there because you can't look at the sports facilities without a guide. (5)</p> | <p>L1 1-2 marks Description of activities with statements relating to component or industry</p> <p>L2 3-4 marks Some explanation of link between leisure and tourism</p> <p>L3 5 marks Clear understanding and explanation of links between leisure and tourism</p> <p>(5)</p> |

| Question | Example answers | Marks awarded |
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| <p>8.(c)(i)</p> <p>AO2/3</p> | <p>Current facilities include hospitality boxes, no fences, conference facilities, entertainment, security (CCTV), increased stewards, museums, stadium tours, reserved parking, shops, family enclosures, disabled areas, audio commentaries, covered areas, increased seating, brand new stadia, screens.</p> <p>L1 More facilities (1) Seating arrangements (1)</p> <p>L2 Stadiums have developed as the popularity of football has grown along with the whole culture of supporting a team. They now cater for different people and different needs for example a variety of food for spectators and facilities for families. In some cases there are conference and banqueting facilities for business people and/or special functions and corporate hospitality. (3)</p> <p>L3 Many old stadiums have been knocked down and new ones built. There used to be fencing all round but because of Hillsborough these have been taken down. You used to be able to stand at the matches but now grounds like Old Trafford are all seating and you can't stand. There are now family enclosures because now more families go as there isn't the trouble any more. At half time you could get a lot of entertainment like American games which never used to happen at all. You can also get different sorts of food so even though lots of people like burgers and pies you can get things like curries. (4)</p> | <p>L1 1-2 marks Basic response identifying current facilities (I)</p> <p>L2 3 marks Descriptive responses (D)</p> <p>L3 4 marks Descriptive responses with reference to change (C)</p> <p>(4)</p> |

| Question | Example answers | Marks awarded |
|--|---|---|
| <p>8. (c)(ii)</p> <p>A03</p> | <p>L1 – Eg Cinema - Cinemas now have lots of restaurants (1) Cinemas now show more than one film at a time (1)</p> <p>L2 – Cinemas have changed as there are now some multiplex cinemas. The cinemas show lots of films compared to before. Inside the cinema they sell popcorn etc and some even have restaurants. (3)</p> <p>L3 – Cinemas have changed over the past 20 years. There are now complexes that have a range of facilities available such as restaurants and bars. People will make an evening out of going to the cinema. They can go and eat, watch a film then go to a bar all in the same area. A number of years ago you would just have a choice of one film with no other facilities like restaurants close by. Sometimes cinemas are located on a business park unlike years ago when they used to just be in a main town/city centre. (4)</p> | <p>L1 1-2 marks Basic response identifying current facilities (I)</p> <p>L2 3 marks Descriptive responses (D)</p> <p>L3 4 marks Descriptive responses with reference to change (C)</p> <p>Can focus on different facilities Must be a facility. Facility must be identified.</p> <p>(4)</p> |
| | Total marks for Question 8 | 15 marks |

| Question | Example answers | Marks awarded |
|---------------------------------------|---|--|
| <p>9.(a)</p> <p>A03</p> | <p>L1 Negative impacts – over crowding (1), pollution (1), traffic congestion (1), increased crime. (1)</p> <p>L2 If Blackpool’s proposals go ahead it may mean lots more people visiting which will mean the resort would get very busy and overcrowded, people will not like to go there as it will be too busy and also the locals will not like too many people in the town. (4)</p> <p>L3 Due to the increase in people visiting the area there may be a number of people travelling by car which would mean an increase in traffic congestion. This could result in time waiting in queues to get to the destination and also pollution as a result of more cars on the road. Local people will be unhappy as it will take a long time to get around their home area. Adults might stay up late in the casino drinking and make lots of noise. This might lead to drunken people on the street, increased crime and local people would not be happy and they might lose other types of visitors e.g. families. (7)</p> | <p>L1 1-2 marks Basic responses mainly descriptive (D)</p> <p>L2 3-5 marks Some analysis (A)</p> <p>L3 6-8 marks Detailed analysis (DA) covering more than one type of impact</p> <p>(8)</p> |
| <p>9.(b)</p> <p>A03</p> | <p>L1 More people will get jobs (1)</p> <p>L2 There will be more jobs. These could be working in the casino or jobs in making the casino. (2)</p> <p>L3 Job will be created in the casino and the making of the casino. There will be lots of people needed and therefore may require people from the whole of the NW region. As the casino is year round it will create jobs all year so not just seasonal work. The access will be improved in the area which means better access for the locals and visitors to go out and get jobs. (4)</p> | <p>L1 1 mark Basic impact(s) identified (B)</p> <p>L2 2 marks Basic explanation of economic impact (BE)</p> <p>L3 3-4 marks Detailed response with reasoned answer linking to positive economic impacts for the NW (DE)</p> <p>(4)</p> |

| Question | Example answers | Marks awarded |
|----------------------------------|---|---|
| <p>9.(c)</p> <p>AO1/2/3</p> | <p>L1. There needs to be good roads so people can get to the resort/casino/hotel easily (1).</p> <p>L2 Having good motorway access with good signage means that people travelling by road will be able to get to a destination quickly and easily. If there were small minor roads it would mean there would be congestion and queues which would be off putting for visitors and make a visit to Blackpool time consuming. There needs to be clear signage so people can find the resort casinos hotel. (3)</p> <p>L3 The road congestion is very bad in Blackpool and if a new attraction were built it would carry on getting worse not better. If Blackpool had a train system, like the underground installed visitors and locals would find travelling around Blackpool much easier and quicker. Pollution would also decrease. A new airport in Blackpool with more flights would appeal to people from the UK and other countries. As the sea is near a ferry system could be installed to connect to other parts such as the South of England or other countries. (5)</p> | <p>L1 1 mark Basic reason(s) identified (I)</p> <p>L2 2-3 marks Some analysis (A)</p> <p>L3 4-6 marks Detailed analysis covering more than one type of transport (DA)</p> <p>(6)</p> |
| | Total marks for Question 9 | 18 marks |
| TOTAL FOR PAPER: 90 MARKS | | |