

Mark Scheme (Results)

January 2007

GCSE

GCSE Leisure and Tourism (5346)

GCSE Leisure & Tourism 5346
Mark Scheme January 2007

Question	Example answers	Marks awarded
<p>1. (a)</p> <p style="text-align: center;">AO1</p>	<p>Sport and physical recreation - Playing a game of football Children's play activities- Playing on the swings in the park Arts and entertainment- Watching a play</p> <div style="text-align: center;"> <pre> graph LR A[Sport and physical rec] --- B[Watching a play] C[Children's play activities] --- D[Playing a game of football] E[Arts and entertainment] --- F[Playing on the swings in the park] </pre> </div> <p>Any activity linked to countryside recreation</p>	<p>One mark for each activity correctly linked to key component. No marks if more than one line used.</p> <p style="text-align: right;">(3)</p>
<p>1. (b)</p> <p style="text-align: center;">AO1</p>	<p>E.g. walking (1), cycling (1) Any activity linked to countryside recreation</p>	<p>1 mark for each correct activity linked to key component</p> <p style="text-align: right;">(2)</p>
Total marks for Question 1		5 marks
<p>2.</p> <p style="text-align: center;">AO1</p>	<p>Attractions - theme park (1) Can be natural like a waterfall or built such as a theme park (2) A facility that makes people want to go to a particular destination e.g. Thorpe Park (2)</p> <p>Tour operators - package holidays (1) Package holidays together and sell them to the public often via a travel agent (2)</p> <p>Accommodation and catering - hotel (1) Facility to stay in such as a hotel often with meals such as breakfast available (2)</p>	<p>Up to 2 marks for each description</p> <p>1 mark for basic description or example identified</p> <p>2 marks for detailed description</p> <p>Accommodation and catering - 0 marks for only catering</p> <p style="text-align: right;">(6)</p>
Total marks for Question 2		6 marks

<p>5. (a)</p> <p>AO1</p>	<p>E.g. Rides (1) Fast food (1) Roller coaster rides (2) Fast rides like a twister (2)</p>	<p>1 mark for each product/service given to a maximum of 2 marks.</p> <p>1 mark for identifying</p> <p>1 mark for describing.</p> <p>(4)</p>
<p>5. (b)</p> <p>AO1</p>	<p>Level 1 -Theme parks now have really fast rides. (1) Many of the rides now use modern technology (1)</p> <p>Level 2 - Theme parks have modern machinery so the rides are quicker and more interactive than 20 years ago. They have rides that make you think you are in space. Before it was more basic rides like roller coasters. (3)</p> <p>Level 3 - Theme parks now have a range of rides that use modern technology which means people experience more futuristic fast rides. 20 years ago a theme park would not be so advanced using technology. Now they have the interactive rides instead of simple roller coasters or dodgems, which were not computer programmed. You can now get your tickets to enter much easier as there are pre book able facilities via the internet which were not possible 20 years ago as you had to turn up, Q and buy a ticket at the ticket office because the technology to advance book was not available. Some theme parks also have priority passes available so you can Q jump. Years ago this was not available. Theme parks also offer parent swap a facility that allows each parent the opportunity to ride with their child or look after their child whilst their partner rides. Years ago you would have to queue again which was time consuming because theme parks were not family focused. (6)</p>	<p>Level 1 - 1-2 marks Basic response describing present or past facilities.</p> <p>Level 2- 3-4 marks Some explanation of how theme parks have changed over the past 20 years. Some reference to past and present facilities some detail.</p> <p>Level 3- 5-6 marks Detailed explanation of how theme parks have changed over the past 20 years. Clear reference between past and present.</p> <p>(6)</p>
<p>Total marks for Question 5</p>		<p>10 marks</p>

<p>6 (a)</p> <p>A02</p>	<p>Examples</p> <p>Level 1- The Olympic Games are leisure but people will be coming to visit away from home which is tourism. (2)</p> <p>Level 2- The Olympic Games is an event linked to leisure as it is sport. There will be lots of spectators watching the games. Going to a sports event as a spectator links to purpose of visits which is tourism but you need the sport side which is leisure to be a spectator. Many people will be travelling using transportation which is tourism as they will be coming from around the world. Using the transportation tourism takes them to a place that allows them to do what they want to do in their leisure time which is to see the Games. Tourists will stay in accommodation which is tourism but go out to bars and restaurants which is leisure. The bars, restaurants and hotel need to work together to make the whole experience enjoyable. (5)</p>	<p>Level 1 - 1-3 marks Basic links between leisure and tourism. Mainly descriptive.</p> <p>Level 2 - 4-6 marks. Explanation of the links of leisure and tourism. Links to the Olympic Games</p> <p>(6)</p>
Total marks for Question 6		6 marks

<p>7. (a)</p> <p>A01</p>	<p>Few nights (1) A holiday normally for a duration of 2 to 5 nights to a destination like London (2)</p>	<p>1 mark basic description or example</p> <p>2 marks detailed description or basic with example</p> <p>(2)</p>
<p>7. (b)</p> <p>A01</p>	<p>In the UK (1) A UK resident having a holiday within the UK (2)</p>	<p>1 mark basic description or example</p> <p>2 marks detailed description or basic with example</p> <p>(2)</p>

7. (c)	<p>Level 1 - A car takes you door to door (1)</p> <p>Level 2 - Travelling by car can be cheaper than travelling by train as weekend rates are often expensive. To get to Blenheim the nearest railway station is Oxford so they would need some form of transport to get there. Travelling by car means that the couple have flexibility as they can travel when they want rather than having to wait for other methods of transport. (3)</p> <p>Level 3 - As the journey is only a short distance away the cost to travel by car will be cheaper and more convenient than a train or plane. If the couple used a plane then they would need to travel to Birmingham and this would incur more costs as they would need a train or taxi to get them to each place they wish to visit. Rail could also be more costly because there are several places they are visiting and journeys they will need to take. The car is also more convenient as they can put their belongings in the car and leave when they want and not have to wait 30 minutes for a bus or train. It gives them the flexibility to travel around the area. Blenheim is not conveniently located so the car will mean they have more time at the attraction, as they will not waste time travelling on public transport. This method will also mean that they are not waiting for the availability of transport as the transport is there for their convenience 24 hours a day. (6)</p>	<p>Level 1 - 1-2 marks Mainly descriptive</p> <p>Level 2- 3-4 marks Basic explanation with some application.</p> <p>Level 3 - 5-6 marks Explanation with reference to cost, convenience and availability. Links to the materials used.</p> <p>Marks only relate to advantages</p> <p style="text-align: right;">(6)</p>
AO2	Total marks for Question 7	10 marks

<p>8. (a)</p> <p>AO1</p>	<p>Age group/ special needs/ type of household/ culture/ availability of local facilities/ availability of transport/ their interests/ fashion/ the influence of family and friends/ social group</p>	<p>Up to 2 marks available.</p> <p>1 mark for each correct factor</p> <p>(2)</p>
<p>8. (b)</p> <p>AO2</p> <p>AO3</p>	<p>Level 1 - If people have more money they can choose to do whatever they want. (1)</p> <p>Level 2 - People with more money have more choice they can do expensive things like learning to fly whereas that might be too expensive for someone with less money available so they will do something cheap like playing football in the park. (3)</p> <p>Level 3 - People with more money have more choice about what to do in their leisure time because even if there is something that is expensive they can still do it. It can even affect how they spend their time when they get there as they might go bowling and have drinks and a meal there whereas someone with less money might still go bowling but have something to eat before they go. People with less money have less choice as many leisure activities need you to spend money so you have to think about doing less things or maybe something that lasts a long time so instead of going to the pictures for 2 hours for £5 you go somewhere where the £5 lasts all day. (5)</p>	<p>Level 1 - 1-2 marks Basic response</p> <p>Level 2 - 3-4 marks Some explanation</p> <p>Level 3 - 5-6 marks Detailed explanation with clear reasoning</p> <p>(6)</p>
<p>8. (c)</p> <p>AO2</p> <p>AO3</p>	<p>Level 1 - Some activities are only available to either males or females (1)</p> <p>Level 2 - Males and females often like to do activities with people of the same sex as themselves because they feel happier with people of the same sex. Therefore, 25 year old girls are more likely to take aerobic classes and men more likely to do weights. (3)</p> <p>Level 3 - Males and females like to do activities they feel apply to them. If people go to a cinema girls of 25 may choose romance films whereas males may go for war films. Girls may choose a pampering break because they are more interested in their own appearance than men. However, males are often stronger and therefore choose more physical pursuits whereas women of that age could be pregnant and this will restrict their choices as physically they are not as able. (5)</p>	<p>Level 1 - 1-2 marks Basic response</p> <p>Level 2 - 3-4 marks Some explanation</p> <p>Level 3 - 5-6 marks Detailed explanation with clear reasoning</p> <p>(6)</p>
<p style="text-align: right;">Total marks for Question 8</p>		<p style="text-align: right;">14 marks</p>

<p>9. (a)</p> <p>A01</p>	<p>Built up area (1) Built up area with accommodation and attractions for leisure purposes due to industrial and/ or cultural heritage. (2)</p>	<p>1 mark for feature(s) of tourist city</p> <p>2 marks - category description of tourist city (2)</p>
<p>9. (b)</p> <p>A01</p>	<p>E.g. London (1)</p>	<p>1 mark for each UK tourist town/city named (2)</p>
<p>9. (c)</p> <p>A03</p>	<p>Level 1- More visitors coming to the area (1)</p> <p>Level 2 - Cruise ships will mean lots of new people coming to Liverpool. They will get off the ship so will want to see the city and spend money on souvenirs bought in local shops. The visitors might also visit attractions in Liverpool. This will mean more money spent in the area due to more visitors meaning more earnings for locals employees. Having more cruises means there will be more jobs available working in cafes, local attractions and even taxis to transport the visitors. However they will be seasonal due to the time cruise ships will arrive in Liverpool (5)</p> <p>Level 3 - Cruise ships will mean lots of people coming as tourists to Liverpool. The ship will dock at the port and usually people want to go on port excursions to see the area. This will mean there might be an increase in sales for attractions like the Beatle Experience or local shops selling gifts. Cruise visitors spend approx 6 times more than land based visitors. If the cruise ships come all year round there will be regular income however it is more likely that it is only in the seasonal months so jobs like cafes and gift shops may find that they can not sustain employment of staff all year round. As the dock will be larger it will mean more ships can dock which could include cargo ships. It will mean there will be more permanent employment for people wanting to work in the shipping area. Ports are often slightly away from the main centre of a town or city. If people leave the ship they will probably use a taxi which means more work for local taxi drivers on days that the cruise ships are in. For local people this might be annoying as taxi drivers will probably be busy and take cruise customers in preference to locals as they are likely to give better tips. This could leave elderly people unable to carry out their daily activities easily. (8).</p>	<p>Level 1 -1- 3 marks Basic response</p> <p>Level 2 - 4-7 marks Some analysis or detailed reasons (mid point 5)</p> <p>Level 3 - 8-9 marks Detailed analysis clearly linked to both positive and negative impacts</p> <p>(9)</p>

<p>9. (d)</p>	<p>Level 1 - Work with the local arts people such as potters, artists etc to have local souvenirs for people to buy (2)</p> <p>Level 2 - The Mersey Docks needs to apply environmental protection operations to all port activities to make sure minimal damage is made when developing the area. The development could redevelop unwanted derelict land. The land could be changed in to a park area and support the wildlife. The area could have craft stalls. The people selling crafts should be local people so that it is supporting the local artists in the area. (5)</p> <p>Level 3- The Mersey Docks needs to apply environmental protection operations to all port activities to make sure that minimal damage is made when developing the area. Any surrounding derelict land could be developed using local projects. This development needs to ensure that wildlife is encouraged not discouraged so greenery needs to be kept or planted. The Mersey Docks could also work closely with local people, organisations and businesses and encourage the use of goods, services and facilities that support employment for local people and businesses. This could also encourage community participation, as locals could be involved in the project. Transport into and around the docks should be considered to reduce and impact on the land and pollution on the roads. Use of the docks to transport goods could reduce this. Technology should be used to eliminate air emissions and the noise level when ships dock. The local arts committee could work with the local authorities to develop craft shops close to the docks, on the derelict wasteland. Local crafts people should encouraged having these shops so that it is supporting the local artists in the area. (8)</p>	<p>Level 1 1-2 marks basic response mainly descriptive</p> <p>Level 2 3-6 marks detailed suggestions with some justification</p> <p>Level 3 7 - 9 marks detailed suggestions giving clear reasoning and justification.</p> <p style="text-align: right;">(9)</p>
<p>AO3</p>	<p style="text-align: center;">Total marks for Question 9</p>	<p style="text-align: right;">22 marks</p>
<p style="text-align: right;">TOTAL FOR PAPER: 90 MARKS</p>		

