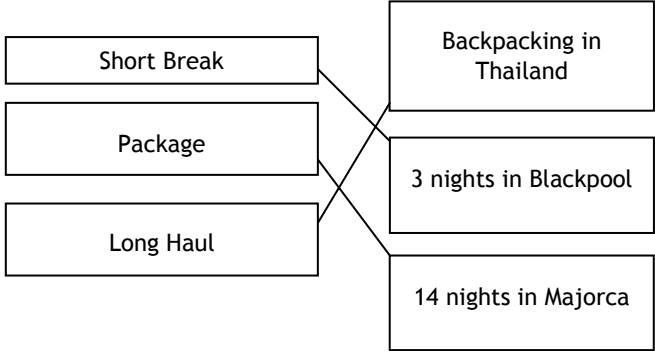


Mark Scheme (Results) Summer 2007

GCSE

GCSE Leisure and Tourism (5346) Paper 01

Unit 1: Investigation Leisure and Tourism

Question	Example answers	Marks awarded
<p>1. (a)</p> <p>A01</p>	<p>Short Break- 3 nights Blackpool Package- 14 night Majorca Long Haul- Backpacking in Thailand</p> 	<p>1 mark for each example correctly linked to holiday type.</p> <p>No marks if more than one line used.</p> <p style="text-align: right;">(3)</p>
<p>1. (b)</p> <p>A01</p>	<ul style="list-style-type: none"> • Independent (2) • Domestic (2) • In-bound and outbound (2) • Short haul flights (2) • Special interest (2) • Eg Booking by self (1) • Safari (1) • Incoming (1) <p>(No definitive list -use professional judgement).</p>	<p>2 marks for correct holiday type.</p> <p>Max mark only if exact term used.</p> <p style="text-align: right;">(4)</p>
<p>1. (c)</p> <p>A01</p>	<ul style="list-style-type: none"> • Accommodation (1) • Transport (1) <p>Max 1 mark for: Ancillary product (1) or eg transfers (1) or services of a rep (1) or excursions (1) or car hire (1).</p> <p>A package holiday has at least two elements (1) such as flights (1) accommodation (1) or ancillary services included and it is sold at an inclusive price (1). The holiday will be more than 24hrs (1). Put together by a tour operator (1). Booked through a travel agent (1) where everything is included (1).</p>	<p>Up to 4 marks available for description.</p> <p>Marks increase for level of detail.</p> <p>Maximum 3 marks for a list of elements.</p> <p>Do not accept insurance or catering.</p> <p style="text-align: right;">(4)</p>
<p>Total marks for Question 1</p>		<p>11 marks</p>

<p>2. (a)</p> <p>A01</p>	<p>Eg:</p> <ul style="list-style-type: none"> • Walking (1) • Sport (1) • Cycling (1) • Watching TV (2) • Playing badminton (2). <p>(No definitive list -use professional judgement)</p>	<p>Up to 2 marks for each description, this may be written as 2 activities in activity 1 or 2 activities in activity 2 or 1 activity in Activity 1 and 1 activity in Activity 2.</p> <p>1 mark for activity identified/example.</p> <p>2 marks description.</p> <p style="text-align: right;">(4)</p>
<p>2. (b)</p> <p>A01</p>	<ul style="list-style-type: none"> • Sports and physical recreation (2) • Arts and entertainment (2) • Countryside recreation (2) • Children’s play activities (2) • Visitor attractions (2) • Catering (2) • Eg Recreation (1) • Children’s play (1). <p>(No definitive list -use professional judgement)</p>	<p>2 marks for correct key component.</p> <p>Max mark only if exact term used.</p> <p>1 mark awarded for incomplete term.</p> <p>No marks for home based leisure.</p> <p style="text-align: right;">(6)</p>
Total marks for Question 2		10 marks

<p>3. (a)</p> <p>A02</p>	<ul style="list-style-type: none"> • Newmarket Links Golf Club (1) • Rowley Mile racecourse (1) • British Racing School (1) • Newmarket Lawn Tennis Club (1) • Cricket field (1) • National Stud and July Racecourse (1) or National Stud (1) or July Racecourse (1). 	<p>1 mark for each appropriate named sport and physical recreation facility.</p> <p style="text-align: right;">(3)</p>
<p>3. (b)</p> <p>A02</p>	<ul style="list-style-type: none"> • Horse riding (1) • Horse racing (1) • Playing golf (1) • Playing tennis (1) • Playing cricket (1). 	<p>1 mark for each correct activity.</p> <p>No marks for facility.</p> <p style="text-align: right;">(3)</p>
<p>3. (c)</p> <p>A02</p>	<ul style="list-style-type: none"> • Rail/train (1) • Road/car/taxi/bus/motorbike/scooter/bike/coach/motor cycle/cycle (1). 	<p>1 mark for method of travel.</p> <p>Responses must relate to the map.</p> <p style="text-align: right;">(2)</p>
Total marks for Question 3		8 marks

4. (a) AO1	Eg: <ul style="list-style-type: none"> Show you exercises (1) They show you how to exercise (1) such as use weights (1). 	Up to 2 marks for each description. 2 marks only when duty exemplified and clearly relates to the job. (4)
4. (b) AO1	Eg: <ul style="list-style-type: none"> Flies a plane (1) Rings air traffic control (1) to see if the plane can take off (1). 	Up to 2 marks for each description. 2 marks only when duty exemplified and clearly relates to the job. (4)
Total marks for Question 4		8 marks

5. (a) (i) AO2	Visiting an attraction (1).	1 mark for answer related to purpose of visit. (1)
5. (a) (ii) AO2	Going to a sports event as a spectator (1).	1 mark for answer related to purpose of visit. (1)
5. (a) (iii) AO2	Visiting friends or relatives (1).	1 mark for answer related to purpose of visit. (1)
5. (b) AO1/2	A train would take too long to get there (1) as they are only going for 3 weeks (1) because Australia is in another continent (1). Air might be the only option (1) because trains don't go from the UK to Australia (1). Air would be better because a boat would take days to get there (1) as boats travel much slower than planes (1). It is much more convenient because the plane will take you to most major towns or cities in Australia (1) but boats only go to ports (1).	Up to 3 marks for each reasoned response to a maximum of 6. Max 3 marks for descriptive responses. (6)
Total marks for Question 5		9 marks

<p>6. (a)</p> <p>AO1</p>	<p>Eg</p> <ul style="list-style-type: none"> • Refreshments (1) such as popcorn (1) • Pre book able seats (2) • Digital sound (2). 	<p>Up to 2 marks for each product or service described.</p> <p>1 mark identified. 2 marks described.</p> <p style="text-align: right;">(4)</p>
<p>6. (b)</p> <p>AO2</p>	<p>Level 1 - Cinemas now have an advance booking service via the internet (1).</p> <p>Level 2 - Cinemas now have an advance booking service via the internet whereas 20 years ago people had to call in to the cinema or telephone to reserve tickets (3).</p> <p>Level 3 - Cinemas are much bigger with lots of screens showing lots of films. 20 years ago cinemas just had one or two screens. This is because technology has advanced to offer bigger screens. There are also more films available to watch at the cinemas and in the cinemas now there is stereo digital sound rather than just normal speakers which existed before. Seating has also changed because now there are reclining seats, which are much comfier than the upright hard chairs that existed 20 years ago. You can now book cinema tickets and seats in advance because now there is the Internet that offers customers the facility to book from home. 20 years ago most houses did not have access to the Internet nor did cinemas have the technology to set up systems for pre bookings like this. 20 years ago people usually had to telephone or call in to get tickets (6).</p>	<p>Level 1 - 1-2 marks Description of present or past facilities in a cinema.</p> <p>Level 2 - 3-4 marks Some reference to past and present facilities in a cinema or some explanation.</p> <p>Level 3 - 5-6 marks Detailed explanation of how cinema has changed. Clear reference to past and present.</p> <p style="text-align: right;">(6)</p>
Total marks for Question 6		10 marks
<p>7</p> <p>AO2</p>	<p>They stayed on a cruise ship, which is accommodation and catering and can be classed as leisure or tourism (1).</p> <p>The cruise links with leisure because there are restaurants (catering) on the ship but tourism as the cruise ship is transportation (2).</p> <p>The cruise ship has nightly entertainment on board so this combines entertainment which is leisure with a holiday which is tourism (2).</p>	<p>Up to 3 marks for each link explained.</p> <p>1 mark can be awarded if only stating which parts of the situation are leisure and tourism.</p> <p>0 marks for only identifying leisure or only identifying tourism.</p> <p style="text-align: right;">(6)</p>
Total marks for Question 7		6 marks

<p>8. (a)</p> <p>AO3</p>	<p>Going to the cinema is cheap (1).</p> <p>In a cinema 14 year olds get a discount (1).</p> <p>People go to the cinema as a group so it is cheaper to go as a group (2).</p> <p>The group are under 16 so will not have a job as they are too young to work so they will not have as much choice of what to do and will have to choose cheaper activities (3).</p> <p>They are still in full time education so they will not have very much money to spend on leisure (2).</p>	<p>Up to 3 marks for each reasoned response.</p> <p>Maximum 2 marks for responses that are not linked to either groups or 14 year olds.</p> <p>(6)</p>
<p>8. (b)</p> <p>AO1</p>	<p>Age group (1) or age (1) or example of age group such as 18-30 (1) or variations of examples of age group (1).</p> <p>Culture (1) or religion (1) or food (1) or dress (1) or tradition (1) or other variations of culture (1).</p> <p>Special needs (1) or wheelchairs (1) or disabilities (1) or other variations of special needs (1).</p> <p>Type of household (1) or household (1) or family (1) or other variations of type of household (1).</p> <p>Gender (1) or men (1) or women (1) or other variations of gender (1).</p> <p>Social group (1) Posh people (1) ABC1 (1) other variations of social group (1).</p> <p>The availability of local facilities (1) or local facilities (1) or where things are (1) other variations of the availability of local facilities (1).</p> <p>The availability of transport (1) or transport (1) or how easy it is to get there (1) or other variations of the availability of transport (1).</p> <p>Their interests (1) or interests (1) or what they like (1) or hobbies (1) or other variations of interests (1).</p> <p>Fashion (1) trendy (1) or other variations of fashion (1).</p> <p>The influence of friends and family (1) or friends and family (1) or friends (1) or family (1) or what their friends do (1) or other variations of influence of friends and family (1).</p>	<p>Up to 2 marks available.</p> <p>1 mark for each factor stated.</p> <p>(2)</p>
<p>Total marks for Question 8</p>		<p>8 marks</p>

<p>9. (a)</p> <p>A01</p>	<p>Purpose built area (1) with lots of rides (1), some rides that are high rise (1). They usually cover a few acres of land (2) Based on a theme (1) car parks (1).</p> <p>(No marks for facilities, products and services).</p>	<p>Up to 2 marks available.</p> <p>Marks increase with detail.</p> <p>No marks for products/services. (2)</p>
<p>9. (b)</p> <p>A01</p>	<p>Eg: Drayton Manor (1) Alton Towers (1).</p>	<p>1 mark for each correct UK theme park. (2)</p>
<p>9. (c)</p> <p>A03</p>	<p>Level 1 - More people will come because there is a new ride so there will be more traffic (1).</p> <p>Level 2 - Having a ride will be economically good for the area as it will attract more people as it is new so this will mean more people visiting the theme park. The more people visiting an area will mean that they will also bring money to the area because they will spend money at petrol stations, shops etc however not much of this will be spent in the town because theme parks have restaurants so the money goes just to the theme park rather than any locals (5).</p> <p>Level 3 - As this is one of the top theme parks in the UK it will attract thousands of people to the theme park so this will mean that there will be lots of spending in the area due to the increase in visitor numbers. Much of the spending will however, be in the park as everything is on site such as restaurants, refreshment stands etc. This is not so good for the local economy as much of the spending on food, and drink will be inside the park rather than in local restaurants and cafes. Having more people to the area will mean more people on the roads to get to the theme park as the M25 is near and a major access point so lots of people will come by car or coach meaning more fumes. On a positive note it might be good for the local area as the theme park is growing and people will want to come to see the tallest roller coaster meaning that people may want to visit for more than one day. This means that they need hotels and restaurants, which is positive for the locals, as visitors will stay in local hotel and eat in local restaurants after the theme park closes. Having visitor-spending means that the locals can earn more money, which is available to be spent in the local area, which supports the local economy. Having more people at a theme park results in more employment for local people, as there will be lots of jobs to operate the rides and manage the park (8).</p>	<p>Level 1 -1- 3 marks Basic response mainly descriptive</p> <p>Level 2 - 4-6 marks Some analysis. Responses can be either positive or negative or both. Some application.</p> <p>Level 3 - 7-8 marks Detailed analysis covering both positive and negative impacts.</p> <p>(8)</p>

<p>9. (d)</p> <p>A03</p>	<p>Level 1 - Limit the height of the rides (1).</p> <p>Level 2 - If rides have to be introduced then they should have minimal noise so that locals do not get upset. The theme park should not close too late so that the roads are not filled with traffic that can cause noise to locals (4).</p> <p>Level 3 - If new rides need to be introduced then they should be below the skyline so that local residents' views are not ruined by a high rise rides and the rides should be in keeping with the area. Locals should be included in the development so that they can voice their opinions and be involved in the discussions of any developments so that there is harmony with the locals. Introduce rides that have limited noise to the environment so that the local area and wildlife is not affected. This could be by looking at technological designs with minimal noise as well as the positioning of the rides in relation to the land and the local housing around. The rides can be exciting but if the noise of the operation is reduced then it will help protect wildlife in the surrounding area. The positioning will help make sure that the screaming from the people on the rides is minimised (7).</p>	<p>Level 1 -1-3 marks Basic response, mainly descriptive.</p> <p>Level 2 - 4-6 marks Some detail some justification or detailed response with no justification.</p> <p>Level 3 - 7- 8 marks Detailed suggestions giving clear reasoning and justification</p> <p style="text-align: right;">(8)</p>
Total marks for Question 9		20 marks
TOTAL FOR PAPER: 90 MARKS		

