

Mark Scheme (Results) Summer 2008

GCSE

GCSE Leisure and Tourism (5346) paper 01

Unit 1 The Travel and Tourism Industry

Question	Example Answer	Mark Allocation
1(a)	<p>One mark for each example correctly linked to holiday type. No marks if more than one line used.</p> <p>Loan of a book - Library Roller coaster ride- Theme park Food and drink- Restaurant</p>	3 marks
1(b)	<p>Up to 2 marks for correct product and service. Marks increase with detail.</p> <p>Professional judgement required. e.g.</p> <ul style="list-style-type: none"> • Personal trainer (1) • A personal trainer that will give you instructions on what exercises to do and will make you do them (2). 	4 marks
1(c)	<p>Up to 2 marks available. 1 mark for basic response or example. 2 marks for detailed.</p> <p>Professional judgement required. e.g.</p> <ul style="list-style-type: none"> • Playground (1) • Offers facilities for young people to have fun such as adventure playgrounds (2). 	2 marks
Total for Question 1		9 marks

Question	Example Answer	Mark Allocation
2(a)	<p>Up to 2 marks for each correct purpose of visit. 2 marks awarded for exact term. e.g.</p> <ul style="list-style-type: none"> • Sightseeing (2) • Seeing places of interest in the area (1) • Visiting friends and relatives (2) • Going to see relatives (1) • Going to a sports event as a spectator or to participate (2) • Business (2) • Visiting an attraction (2) 	4 marks

Question Number	Indicative Content	
2(b)	<p>Level 1 - A holiday is away from home. (1)</p> <p>Level 2 - Tourism is away from home so if a holiday was to Spain it is in a different country so it is away from home. A part of tourism is the traveller's intention to return home. When you go on holiday you will not stay forever so therefore you will come back home again making it tourism (4).</p>	
Level	Mark	Descriptor
Level 1	1-2 marks	Basic reason
Level 2	3-4 marks	Clear explanation.
Total for Question 2		8 marks

Question	Example Answer	Mark Allocation
3(a)	Up to 2 marks for each description. Marks increase for level of detail. Max marks clearly relate to job. e.g. <ul style="list-style-type: none"> • Drives a coach (1) • Drives a coach safely from one destination to another making sure the journey is smooth (2). 	4 marks
3(b)	Up to 2 marks for each description. Marks increase for level of detail. Max marks clearly relate to job. e.g. <ul style="list-style-type: none"> • Finds books (1) • Will look up on the computer a book for you and order it in from another library if they have not got one (2). 	4 marks
Total for Question 3		8 marks

Question	Example Answer	Mark Allocation
4(a)	<p>Up to 3 marks available. Marks increase with detail. Max marks only awarded when referenced to 'package'.</p> <ul style="list-style-type: none"> • A package includes accommodation (1), flights (1) and another significant ancillary service(1). Total 2 marks • A package includes accommodation (1), flights (1) and another significant ancillary service(1). All sold at one price (1). Total - 3 marks 	3 marks
4(b)(i)	<p>1 mark for appropriate response.</p> <p>e.g. (use professional judgement)</p> <ul style="list-style-type: none"> • Domestic or short break (1) • Holiday in own country (1) • Short break (1) • Package (1) • Holiday for short duration (1). 	1 mark
4(b)(ii)	<p>1 mark for appropriate response.</p> <p>e.g. (use professional judgement)</p> <ul style="list-style-type: none"> • Holiday involving long haul flights (1) • Worldwide (1) • Over 5 hours flight (1) • Package (1) • Inbound and outbound (1). 	1 mark
4(b)(iii)	<p>1 mark for appropriate response.</p> <p>e.g. (use professional judgement)</p> <ul style="list-style-type: none"> • Package (1) • Holiday involving short haul flights (1) • Inbound and outbound (1) • A holiday with everything included (1). 	1 mark

Question Number		Indicative Content
4(c)		<p>Level 1 - You can fly direct so it will be quicker as a cruise ship will take days (2).</p> <p>Level 2 - Air would be better because air transport is quick and direct meaning that the couple can get there in a few hours rather than a few days, because planes travel faster than cruise ships. It is much more convenient because the plane will take you to and from London where they live unlike the cruise which is from Southampton which means they will need another form of transport to get to the cruise which also takes more time (4).</p> <p>Answers can relate to either air or sea being the most appropriate reasoning</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic judgements with some reasoning.
Level 2	4-6 marks	Judgements with detailed reasoning.
Total for Question 4		12 marks

Question Number	Indicative Content	
5(a)	<p>Max 4 marks. Marks increase with detail. 1 mark only if generalised answers.</p> <p>They have artefacts (1) and old pottery (1). They had display cases with stuffed animals (1) and pottery and little labels and cards (1) telling you what it is.</p> <p>There were big signs (1)saying “Do not touch.” (1) People telling you to be quiet. (1) The lighting was very dark. (1)</p>	4 marks

Question Number		Indicative Content
5(b)		<p>Level 1 - Museums now have interactive displays (1). Level 2 - Museums now have an advance booking service via the internet to buy exhibition tickets whereas 20 years ago people had to visit the museum and queue (3). Level 3 - Museums did not have touch screen interactive computers in different languages. Now museums have interactive displays and information points in different languages. This is because technology has advanced to enable museums to present their information in different ways and access programmes that convert information from English to other languages (5).</p>
Level	Mark	Descriptor
Level 1	1-2 marks	Description of present facilities in a museum.
Level 2	3-4 marks	Some reference to the past and present facilities in a museum. Some explanation.
Level 3	5-6 marks	Detailed explanation of present and past museums. Clear reference to past and present.
Total for Question 5		10 marks

Question Number		Indicative Content
6		<p>Level 1 - Transportation is the flight (1).</p> <p>Level 2 - A flight is transportation so tourism but the fact meals are available on the flight is the link to leisure as catering is a component of leisure (3).</p> <p>Level 3 - Gulf Air is an airline, which is the component of transportation, which is tourism. The airline employ cabin crew onboard which are also tourism and chefs on board which are the key component catering which is leisure so both leisure and tourism staff are employed linking transport staff and catering staff as they are both working for the transport provider. The airline chefs are trained in catering restaurants and although their job is catering they working for the tourism industry. People go on flights in their leisure time so leisure links as they are using transport which is tourism to get to the place they wish to spend their leisure time (6).</p>
Level	Mark	Descriptor
Level 1	1-2 marks	Only leisure or tourism identified. Theoretical.
Level 2	3-4 marks	Some explanation with basic links of both leisure and tourism.
Level 3	5-6 marks	Clear explanation with links to both leisure and tourism.
Total for Question 6		6 marks

Question	Example Answer	Mark Allocation
7(a)	<p>Up to 2 marks available. Marks increase with detail. Use professional judgement. e.g.</p> <ul style="list-style-type: none"> • Canoeing (1) • Canoeing where you go down a river in a canoe (2) 	2 marks
7(b)(i)	<p>Up to 2 marks available. Marks increase with detail.</p> <ul style="list-style-type: none"> • Horse riding is classed as sport because you can compete in races or competitions like Zara (1). A competition means you are competing with other horse riders such as horse jumping so it is a sport (1). 	2 marks

Question	Example Answer	Mark Allocation
7(b)(ii)	<p>Up to 2 marks available. Marks increase with detail.</p> <ul style="list-style-type: none"> Horse riding is normally associated with countryside recreation because you normally go riding in the countryside in fields or on country lanes (1) so it is usually an outdoor activity that needs the countryside rather than a facility (1). 	2 marks
7(b)(iii)	<p>Up to 2 marks available. Marks increase with detail.</p> <ul style="list-style-type: none"> For a horse competition to take place the recreation activity depends upon access to natural resources, and or land, for their facility base. (1) The competition will need a field which is classed as the countryside (1). 	2 marks
Total for Question 7		8 marks

Question	Example Answer	Mark Allocation
8(a)	<p>1 mark for each arts and entertainment facility.</p> <ul style="list-style-type: none"> Skydome Odeon (1) Planet Ice Arena (1) The Herbert (1) Toy museum (1) Coventry Cathedral (1) Coventry transport museum (1) Belgrade theatre (1) Lady Godiva statue (1) Cheylesmore Manor House (1) Holy Trinity Church (1) Techno centre (1). 	3 marks
8(b)	<p>1 mark for each correct method of transport.</p> <ul style="list-style-type: none"> Road/bus/car/coach/taxis/motorbike/cycle/bike (1) Rail/train (1) 	2 marks

Question Number		Indicative Content
8(c)		<p>Level 1 - Coventry has a cinema available so people will go to the cinema a lot (2).</p> <p>Level 2 - There are lots of arts and entertainment facilities available so people can go and look around the museums. There are no sports facilities except for the ice skating, so it is the only sport people will do in their leisure time unless they go somewhere else (4).</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic explanation. Mainly descriptive or identifying facilities. Theoretical response.
Level 2	4-6 marks	Clear explanation and reasoning.
Total for Question 8		11 marks

Question	Example Answer	Mark Allocation
9(a)	<p>Up to 2 marks available. Marks increase with detail. e.g. (Use professional judgement)</p> <ul style="list-style-type: none"> • Mountains (1) • Areas of outstanding natural beauty (1) • Rural areas with lakes, mountains and lots of greenery (2). 	2 marks
9(b)	<p>1 mark for each correct countryside area. e.g. (Use professional judgement)</p> <ul style="list-style-type: none"> • Lake District (1) • Dartmoor (1) • Cleveland Way (1). 	2 marks

Question Number		Indicative Content
9(c)		<p>Level 1 - Wildlife will die when their habitats are destroyed with more tourists walking all over it (2).Level 2 - When tourists come and try local recipes this means local traditions will be kept and people will have jobs making local food. The Countryside Act will also bring more people to the countryside so more people will be employed but they will walk all over the countryside and animals will die because habitats are destroyed (4). Level 3 - If more people can walk through the farmers fields then it will erode the land and if the weather is bad the land will be muddy and take a long time to recover so plants may be lost and die. Tourists will talk as they walk which will disturb the wildlife so some birds might move away from the area and become rare. The positive impact of having local events will mean that the community will be involved and it will bring back local traditions and there will be jobs created to organise the events. The events themselves might sell local produce so this means local people can sell food which means that they make money so that there is more money made from the sales of eggs, cheese etc. (7).</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic response mainly descriptive. Limited analysis.
Level 2	4-6 marks	Some analysis or detailed reasoning.
Level 3	7-8 marks	Detailed analysis covering both positive and negative impacts.

Question Number	Indicative Content
9(d)	<p>Max 4 marks for description, marks increase with detail.</p> <p>Max 2 marks for justification of sustainability. Marks increase with reasoning.</p> <p>Local farmers could supply the accommodation providers in the area with local produce (1) to reduce the transport for deliveries to the area (1) hence reducing the traffic on the roads (1).</p> <p>Local farmers could supply the accommodation. (1) They could convert the pig barn into barns with rooms (1) to accommodate guests and use the food they produce, (1) such as eggs and milk, for breakfast. (1) They could also allow one of their fields to be used for camping and caravans. (1) Max 4 for description. This is sustainable as it is using all local produce so there is no transport to bring in the milk (1) and the farmer keeps his land which is traditional (1).</p>
Total for Question 9 18 marks	
TOTAL FOR PAPER:90 MARKS	

