

Mark Scheme (Results) January 2009

GCSE

GCSE Leisure and Tourism (5346) paper 01

Unit 1: Investigating Lesuire and Tourism

Question	Example Answer	Mark Allocation
1(a)	<p>One mark for each type of holiday correctly linked to description. No marks if more than one line used.</p> <p>Domestic - 7 nights in a cottage in the UK Special interest- Diving in the Caribbean Short break- 3 nights in Barcelona</p>	3 marks
1(b)	<p>Up to 2 marks for definition. Marks increase with detail.</p> <ul style="list-style-type: none"> • holiday booked by self (1) • holiday booked by self rather than through a travel agent (2). 	2 marks
Total for Question 1		5 marks

Question	Example Answer	Mark Allocation
2(a)	<p>Up to 2 marks for description of each factor. Marks increase with detail.</p> <p>People's interests: Professional judgement.</p> <ul style="list-style-type: none"> • what you like (1) • whether you like playing sport or not (2). <p>How much money people have to spend on leisure: Professional judgement.</p> <ul style="list-style-type: none"> • if you are rich (1) • if you have loads of spare money or whether you are poor (2). <p>Fashion: Professional judgement.</p> <ul style="list-style-type: none"> • popular (1) • a 'fad' that everyone is interested in (2). 	6 marks
2(b)	<p>2 marks for each factor. Maximum marks only when exact term used.</p> <p>Professional judgement.</p> <ul style="list-style-type: none"> • whether your parents let you go (1) • where a swimming pool is open (1) • the availability of local facilities (2) • the influence of friends and family (2) • Age group (2) • culture (2) • special needs (2) • type of household (2) • social group (2) • availability of transport (2) • gender (2) 	4 marks
Total for Question 2		10 marks

Question	Example Answer	Mark Allocation
3(a)	Up to 2 marks for each description. 2 marks only when duty in detail and clearly relates to the job. E.g. <ul style="list-style-type: none"> • checks your height (1) • checks that you have a ticket that allows to go on the ride (2). 	4 marks
3(b)	Up to 2 marks for each description. 2 marks only when duty in detail and clearly relates to the job. E.g. <ul style="list-style-type: none"> • books a room (1) • arranges the room how they want it such as a horseshoe (2). 	4 marks
Total for Question 3		8 marks

Question	Example Answer	Mark Allocation
4(a)	<p>Up to 2 marks available. Marks increase with detail.</p> <ul style="list-style-type: none"> • they have DVDs for hire (1) • they have DVDs such as horror and comedy (2). 	2 marks
4(b)	<p>Up to 4 marks available. Maximum 2 marks for description.</p> <p>Answers relating to video rental shop decline can also be accepted.</p> <ul style="list-style-type: none"> • technology has changed (1) • now there are DVDs (1) • people now choose to hire DVDs off the Internet (2). • Because of technology, DVDs have been introduced and these can have more extras than videos so people prefer DVDs (4). 	4 marks
Total for Question 4		6 marks

Question	Example Answer	Mark Allocation
5(a)	<p>Up to 2 marks for each product and service described. 1 mark identified, 2 marks described.</p> <p>E.g.</p> <ul style="list-style-type: none"> • paintings (1) • cafes (1) serving refreshments (1) • paintings of landscapes (2). 	4 marks
5(b)(i)	<p>Up to 2 marks for each type of visitor. Marks increase with detail. Max marks only when applied to scenario.</p> <p>Family with children under 5:</p> <ul style="list-style-type: none"> • interactive art exhibits (1) • paper and pens which young children could use to copy the art in the gallery (2). 	2 marks
5(b)(ii)	<p>Up to 2 marks for each type of visitor. Marks increase with detail. Max marks only when applied to scenario.</p> <p>Non-English speaking visitors:</p> <ul style="list-style-type: none"> • signs (1) • audio guide telling people about the art in their own language (2). 	2 marks
5(b)(iii)	<p>Up to 2 marks for each type of visitor. Marks increase with detail. Max marks only when applied to scenario.</p> <p>A level Art students:</p> <ul style="list-style-type: none"> • information leaflets (1) • information leaflets telling them about the artists which they are studying(2). 	2 marks

5(c)		<p>Level 1 Art galleries now have cafes and bookshops.</p> <p>Level 2 Art galleries now have an advance booking service via the internet unlike 20 years ago when you had to visit to book</p> <p>Level 3 Art galleries now have modern audio systems so that people can walk around the art exhibition and hear about the art whereas 20 years ago the equipment was basic and commentaries were normally just written as technology not available.</p>
Level	Mark	Descriptor
Level 1	1-2 marks	Description of existing or past facilities.
Level 2	3-4 marks	Some link between past and present facilities.
Level 3	5-6 marks	Explanation of change in both past and present facilities.
Total for Question 5		16 marks

Question	Example Answer	Mark Allocation
6(a)	<p>1 mark for each correct key component. Exact term required. No marks for tourism key components.</p> <ul style="list-style-type: none"> • sport and physical recreation (1) • countryside recreation (1) • home-based leisure (1) • catering (1) 	2 marks
6(b)(i)	<p>Up to 3 marks for each link explained. Max marks only when response shows clear and specific application and detail. 1 mark can be awarded if only stating which parts of the situation are leisure and tourism. 0 marks for only identifying leisure or only identifying tourism.</p> <ul style="list-style-type: none"> • the internet is home based leisure and the holiday is tourism (1) • they booked their holiday which is tourism by using the internet which is leisure (2) • They spent their leisure time at home using the internet to arrange to spend more leisure time on holiday. The holiday will take them away from home which is tourism so they used leisure to organise tourism. (3) 	3 marks
6(b)(ii)	<p>Up to 3 marks for each link explained. Max marks only when response shows clear and specific application and detail. 1 mark can be awarded if only stating which parts of the situation are leisure and tourism. 0 marks for only identifying leisure or only identifying tourism.</p> <ul style="list-style-type: none"> • the transport is tourism and the leisure activities sport and physical recreation (1) • in order to do the leisure activities they need to get transport to get there (2) • a car is transport which they need to be able to take their bikes and to be able to get to Center Parcs. Without the transportation which is tourism they could not go to Center Parcs and do the activity bike riding which is leisure. (3) 	3 marks
Total for Question 6		8 marks

Question	Example Answer	Mark Allocation
7(a)	Up to 4 marks. 1 mark for each correct facility named. <ul style="list-style-type: none"> • National Glass Centre (1) • Souter Lighthouse (1) • Washington Old Hall (1) • Angel of the North (1) • Sunderland Museum and Winter Gardens (1) • Bede’s World Museum (1) • Arbeia Roman Fort & Museum (1) • Custom House (1) • Buddle Arts Center (1) • Shipley Art Gallery and Little Theatre (1) • Caedmon Hall (1) • Saltwell Towers (1) • Segedunum Roman Fort and Bath (1). 	4 marks
7(b)	Up to 3 marks. 1 mark for each correct golf course named. <ul style="list-style-type: none"> • George Washington Golf Club (1) • Newcastle United Golf Course (1) • Wallsend Golf Course (1) • Boldon Golf Course (1). 	3 marks
7(c)	Up to 2 marks. 1 mark for each correct hotel named. <ul style="list-style-type: none"> • Campanile (1) • Holiday Inn (1) • George Washington Golf and Country Club (1). 	2 marks
Total for Question 7		9 marks

Question	Example Answer	Mark Allocation
8(a)	Up to 2 marks available. Marks increase in detail. Max 1 mark for example. <ul style="list-style-type: none"> • bus (1) • the service that takes you from one place to another for example a train (2). 	2 marks
8(bi)	Up to 4 marks for assessment of cost. Max 2 marks overall for descriptive responses. <ul style="list-style-type: none"> • the plane is more expensive than the train (1) • the train is £15.96 cheaper than the plane so better value for money (2) • the train appears only slightly cheaper than the plane. With food to pay on board it might work out more expensive as often trains charge expensive prices for tea and coffee and snacks and the train takes longer so you are more likely to need to buy food. (4) 	4 marks
8(bii)	Up to 4 marks for assessment of convenience. Max 2 marks overall for descriptive responses. <ul style="list-style-type: none"> • the plane is much more convenient as it only takes 1 hour 15 minutes which means the group will have more time in Edinburgh to enjoy the attractions (2) • the train has sociable times but it takes a long time to get there which is no good for the group as it will mean they have limited time in Edinburgh and they are only there for a weekend but at least they will be able to spend time together on the train. (4) 	4 marks
Total for Question 8		10 marks

Question	Example Answer	Mark Allocation
9(a)	<p>Up to 2 marks available. Marks increase with detail. Answers should relate to built up attractions, accommodation, transport and or tourist facilities.</p> <ul style="list-style-type: none"> • built up area (1) • built up area with lots of accommodation (2). 	2 marks
9(b)	<p>1 mark for each correct tourist town and city named.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Bath (1) • Manchester (1). 	2 marks

Question Number	Indicative Content	
9(c)	<p>Level 1 - More people will come because there are more flights available.</p> <p>Level 2 - Having more flights will be economically good for the area as it will enable more people to visit as there will be more planes that can land. The more people visiting an area will mean that they will also bring money to the area because they will spend money at hotels, on taxis, attractions etc and much of this will be spent in the area so the money goes just to the locals. Redeveloping the area will be good for locals too as the trains will let them visit the centre on London easier.</p> <p>Level 3 - The development is good as it means that there are more people that can arrive in London. This is good for the hotels and attractions in the area. It means they will have more people staying or visiting the attractions so that they earn more income and can employ more people. This will mean more jobs are created in the area for local people as there will be thousands more people arriving so taxi drivers, baggage handlers etc will be needed. The negative impacts however include increased pollution. There will be more noise pollution as more planes will be departing and arriving which means that local residents will constantly have noise in their gardens and homes. This will also affect the house prices, as people will not wish to live somewhere noisy. It will also worry locals having more flights as it increases the risk of terrorism.</p>	
Level	Mark	Descriptor
Level 1	1-3 marks	Basic response mainly descriptive.
Level 2	4-6 marks	Some analysis. Responses can be either positive or negative or both. Some application.
Level 3	7-8 marks	Detailed analysis covering both positive and negative impacts. Clear application.

Question	Example Answer	Mark Allocation
9(d)	<p>6 marks available. Max 4 marks for the description. Up to 2 for justification. It must relate to one example only.</p> <ul style="list-style-type: none"> • employ only local people. (1) • use local people who live in a 50 mile radius to build the extension (2) so that the income is generated in the area rather than from outside the region (1) • local people could offer accommodation during the week to people that are working on the development from the outside area. (3) 	6 marks
Total for Question 9		18 marks
TOTAL FOR PAPER: 90 MARKS		