

Mark Scheme Summer 2009

GCSE

GCSE Applied Leisure and Tourism (5346)

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Unit 1 - Investigating Leisure and Tourism

Question Number	Answer	Mark
<p>1(a)</p> <p>A01</p>	<p>One mark for each factor correctly linked to description. No marks if more than one line used.</p> <p>Gender - whether they are male or female Age group- how old a person is Type of household- Persons living in a home</p>	(3)
<p>1(b)(i)</p> <p>A01</p>	<p>Up to 2 marks for description. Marks increase with detail. A variety of responses. Professional judgement required.</p> <p>E.g.</p> <ul style="list-style-type: none"> • different religions (1) • where people have a way of life which makes them choose certain things (2). 	(2)
<p>1(b)(ii)</p> <p>A01</p>	<p>Up to 2 marks for description. Marks increase with detail. A variety of responses. Professional judgement required.</p> <p>E.g.</p> <ul style="list-style-type: none"> • working class (1) • what job people have and the people they mix with (2). 	(2)
<p>1(c)</p> <p>A01</p>	<p>Up to 2 marks for definition. Marks increase with detail.</p> <p>E.g.</p> <ul style="list-style-type: none"> • range of activities (1) that individuals undertake in their free time (1). 	(2)
Total for Question 1		9 marks

Question Number	Answer	Mark
<p>2(a)</p> <p>AO1</p>	<p>Up to 2 marks for each description of purpose of visit. Marks increase with detail. Maximum of 1 mark for each purpose of visit if only purpose of visit example.</p> <p>E.g. Business</p> <ul style="list-style-type: none"> • for work (1) • when you visit to work rather than to relax (2). <p>E.g. Sightseeing</p> <ul style="list-style-type: none"> • to see attractions (1) • to visit places of interest such as the Eiffel Tower (2). <p>E.g. Visiting friends and relatives</p> <ul style="list-style-type: none"> • to see family. (1) • going to see your aunt and stay with her (2). 	<p>(6)</p>
<p>2(b)</p> <p>AO2</p>	<p>4 marks available. Marks awarded for developed reasoning which can relate to different factors. Maximum 2 marks if generic or descriptive response.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Australia is a holiday destination (1) • Australia is in another continent so it is classed as a long haul destination which is tourism (2) • VFR is a purpose of visit that is tourism so it means temporary travel away from home because it is a visit and they intend to return home, it is therefore is classed as tourism. (3) 	<p>(4)</p>
Total for Question 2		10 marks

Question Number	Answer	Mark
3(a) A01	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"> • cooks (1) • they cook food by selecting ingredients and make them into dishes for people to eat (2). 	(4)
3(b) A01	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"> • drives a train (1) • drive a train (1) at the correct safety speed (1). 	(4)
Total for Question 3		8 marks

Question Number	Answer	Mark
4(a)(i) A02	1 mark for correct time <ul style="list-style-type: none"> • 13.30 / 1.30 	(1)
4(a)(ii) A02	1 mark for correct duration <ul style="list-style-type: none"> • 1 hour / 60 minutes. 	(1)
4(b) A02	1 mark for each yoga class to a maximum of 2 marks. <ul style="list-style-type: none"> • Hatha (1) • Iyengar (1). 	(2)
4(c) A02	1 mark for one correct activity. <ul style="list-style-type: none"> • step/conditioning/weight loss (1). 	(1)
4(d) A01	Up to 2 marks for each product or service described. 1 mark identified, 2 marks described. E.g. <ul style="list-style-type: none"> • refreshments (1) such as water (1) • fitness instructor (2) • Olympic swimming pool (2). 	(4)
Total for Question 4		9 marks

Question Number	Answer	Mark
5(a) A01	<p>Up to 4 marks. Marks increase with detail. Maximum 2 marks for list.</p> <p>Use professional judgement.</p> <p>E.g.</p> <ul style="list-style-type: none"> • all seater (1) • conference facilities (1) • hospitality suites (1) • museums (1) • club shops (1) • education centre (1) • tv screens (1) • tour that takes you around the stadium and behind the scenes e.g. to the changing rooms (2). 	(4)

Question Number	Indicative Content	
5(b) A02	<p>No credit for the description of what there is now, unless used in comparison.</p> <p>Level 1 - Football stadiums used to have fences all around the pitch and people could stand.</p> <p>Level 2 - One of the biggest differences is around food. Although food stands were available then and now, it's the inside of the stadium where things have changed. Before you could only get pies but now you get a lot of choice. Now they have hospitality suites within the stadium and serve a range of different types of food because many businesses sponsor boxes and want their guests to enjoy the hospitality.</p>	
Level	Mark	Descriptor
Level 1	1-3	Basic response. Focus only on past.
Level 2	4-6	Detailed response considering both past and present in the comparison.
Total for Question 5		10 marks

Question Number	Answer	Mark
6(a) A01	1 mark for activity identified. 2 Marks described. 0 marks for riding a bike. E.g. <ul style="list-style-type: none"> • yoga (1) • reading a book (1). • Playing computer games like Warcraft (2) • Playing computer games on my Xbox. 	(2)

Question Number	Indicative Content	
6(b) A02	<p>Level 1 - Bike riding can be an outdoor activity (countryside recreation) and a sport you compete in which is classed as sport and physical recreation.</p> <p>Level 2 - Bike riding is normally associated with sport and recreation because you exercise riding your bike and competing in a tournament as you are racing against other people. For the tournament to take place, the recreation activity could use natural resources which is the countryside.</p>	
Level	Mark	Descriptor
Level 1	1-3	Basic explanation or focus on only one component.
Level 2	4-6	Clear explanation relating to both components.
Total for Question 6		8 marks

Question Number	Answer	Mark
7(a)(i) A01	Up to 2 marks. 1 mark for each correct key component. No marks for incorrect component. <ul style="list-style-type: none"> • sport and physical recreation (1) • arts and entertainment (1) • catering (1). 	(2)
7(a)(ii) A01	Up to 2 marks. 1 mark for each correct key component. No marks for incorrect component. <ul style="list-style-type: none"> • tourist information and guiding services (1) • transportation (1) • accommodation and catering (1) • attractions (1). 	(2)
7(b)(i) A02	Up to 3 marks for each link explained. 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. E.g. <ul style="list-style-type: none"> • the hotel is tourism and the pools leisure (1) • they stayed in a hotel, which is accommodation and catering but the hotel has several pools which is a leisure facility (2) • they stayed in a hotel, which is accommodation and catering and a part of tourism but as the hotel has several pools that are leisure facilities it means they can do leisure activities in a tourism facility. (3) 	(3)
7(b)(ii) A02	Up to 3 marks for each link explained. 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. E.g. <ul style="list-style-type: none"> • the tour guide is tourism and the restaurant is catering (1) • the tour guide is tourism as a tour operator employs him but he gives information to the couple about cuisine which is catering and a leisure key component so his tourism role requires knowledge of leisure. (3) 	(3)
Total for Question 7		10 marks

Question Number	Answer	Mark
8(a) A03	Up to 4 marks for reasoned response. Max 2 marks for descriptive response. E.g. <ul style="list-style-type: none"> the tube is only £4 so it is cheap (1). A taxi would be very expensive in comparison as it is a distance from the railway station (1) and in the morning may get stuck in traffic which would mean the fare would be expensive (2). 	(4)
8(b) A03	Up to 4 marks for reasoned response. Max 2 marks for descriptive response. E.g. <ul style="list-style-type: none"> it is much more convenient because the tube is direct (1) and it is only four stops on the Victoria line (1). It goes underground (1) so it will avoid traffic jams unlike taxis (1). 	(4)
Total for Question 8		8 marks

Question Number	Answer	Mark
9(a) A01	Up to 2 marks available. Marks increase with detail. Max 1 for list. E.g. <ul style="list-style-type: none"> Located near the sea (1) with cliffs (1) and often some beach (1). 	(2)
9(b) A01	1 mark for each correct coastal area E.g. <ul style="list-style-type: none"> Scarborough (1) Brighton (1) Pembrokeshire coast (1). 	(2)

Question Number	Indicative Content	
9(c) A03	<p>Level 1 - More people will come because there is a new ride so there will be more traffic.</p> <p>Level 2 - Having more attractions 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 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 and much of this will be spent in the area so the money is spent in the local areas so it goes to locals. Redeveloping areas without spoiling the area is good as it will make the region more desirable for locals to live as it restores derelict areas and improves image.</p> <p>Level 3 - As above plus. This is good for the local economy as much of the spending on food, and drink will be in local restaurants and cafes. Having more people to the area will mean more people on the roads to get to the area and generally coastal areas do not have major motorways so there will be much more congestion on the roads meaning local people will find it difficult to get around and it may cause them delays on the roads. 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 results in more employment for local people, as there will be lots of jobs to operate attractions, restaurants etc however generally coastal areas are only busy in the warmer months so employment may be seasonal.</p>	
Level	Mark	Descriptor
Level 1	1-3	Basic response mainly descriptive.
Level 2	4-6	Some analysis. Responses can be either positive or negative or both. Some application.
Level 3	7-8	Detailed analysis covering both positive and negative impacts.

Question Number	Answer	Mark
<p>9(d)</p> <p>A03</p>	<p>6 marks available. Up to 4 marks for the description. Up to 2 for justification.</p> <p>If the suggestion is not to do with sustainability e.g. shops, theme parks, new train stations, then no marks unless justified.</p> <p>E.g.</p> <ul style="list-style-type: none"> old derelict buildings could be changed into museums (1) describing the history of the area and showing photographs of what the area looked like (1). This way the history of the area will be preserved and old buildings looked after (1) making the area a lot more appealing to visitors and locals as well as offering income to the area (1). 	<p>(6)</p>
Total for Question 9		20 marks
TOTAL FOR PAPER: 90 MARKS		